



Universidad
de Alcalá

Pet Shop Business Plan

University Master in: Specialisation Management (MBA)

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Background introduction

1. China's pet industry situation

Pets usually refer to animals raised by the family. From ordinary dogs, cats, ornamental fish, rabbits ,turtles and other kinds of scorpions, spiders, lizards, etc. are widely bred.

The concept of keeping pets in China today is very different from the past.Dogs and cats no longer play the role of guarding the door and catching mice, but the playmates of human leisure.With the improvement of material life, people pay more and more attention to the cultivation of leisure life.With the changes in the traditional family structure and the increase in work pressure, interpersonal relationships have gradually faded, and more and more people are betting on pets. The dependence between people and pets will grow stronger over time.

More and more people have pets in China.At present, Beijing, Shanghai, Guangzhou,

Chongqing and Wuhan are recognized as the five “pet cities” in China. At present, there are at least 100 million pets in China, and the number of pets in China will increase explosively in the next decade.

The growth of pets will inevitably lead to the growth of the pet economy. A series of related industries have emerged around the pet economy. For example, pet food and supplies sales, pet medical, pet grooming and other industries. With the development of the economy, there have also been some new industries, such as pet matchmaking, pet funeral, pet fostering, pet swimming pool, pet tour group, pet photography, pet hotel, pet training, animal theme restaurant, etc.. More and more pets are creating a market with a huge potential of more than 100 billion yuan in China.

2.American pet market development status and market prospects

The United States is the largest and most developed pet economy in the world. Pets in the United States are like an indispensable part of the family. They are more tolerant of pets. They are not easily abandoned because of pregnancy and childbirth. The protection of pets is more comprehensive.

According to the survey, there are currently about 84.9 million families in the United States, and 67% of them have at least one pet. It is much higher than the proportion of households that keep pets in China.

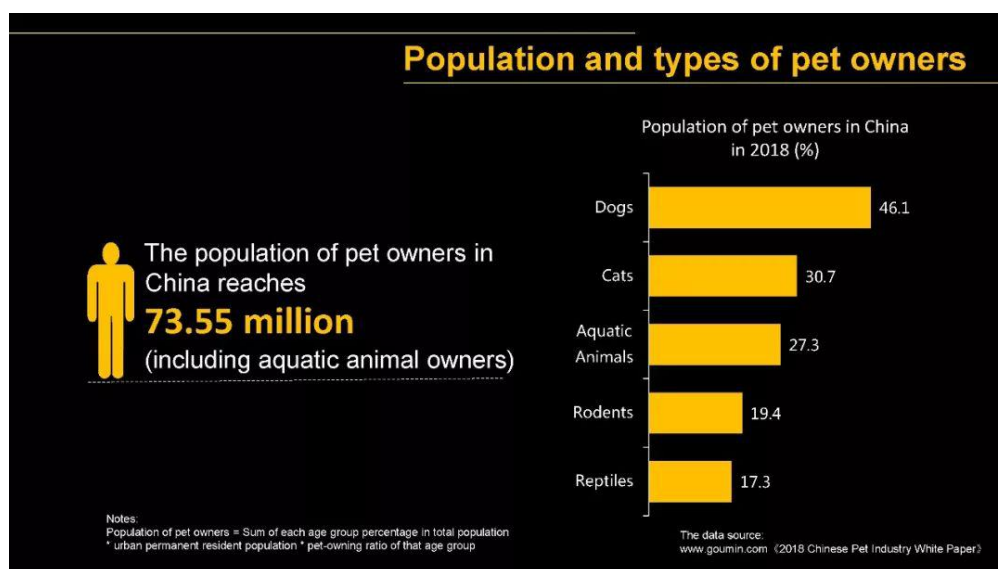
Statistics on US breeders in 2017-2018 show that cats and dogs are also favored by most families. There are 60.2 million families in the United States that have raised about 89.7 million pet dogs; about 47.10 million families have about 94.2 million pet cats. More than 2.6 million families have raised about 7.6 million horses.

The breeder spent approximately \$30.32 billion on pet food in 2018.

2. China pet market development status and market prospects

Let's take a look at China. According to the 《2018 China Pet Industry White Paper》 survey, In 2018, the number of pet owners in China's cities and towns has reached 73.55 million (aquarium), including 33.9 million dog owners and 22.58 million cat owners in urban area. The total number of towns where cats and dogs are kept is 56.48 million, accounting for 77% of the total number of pets in urban areas.

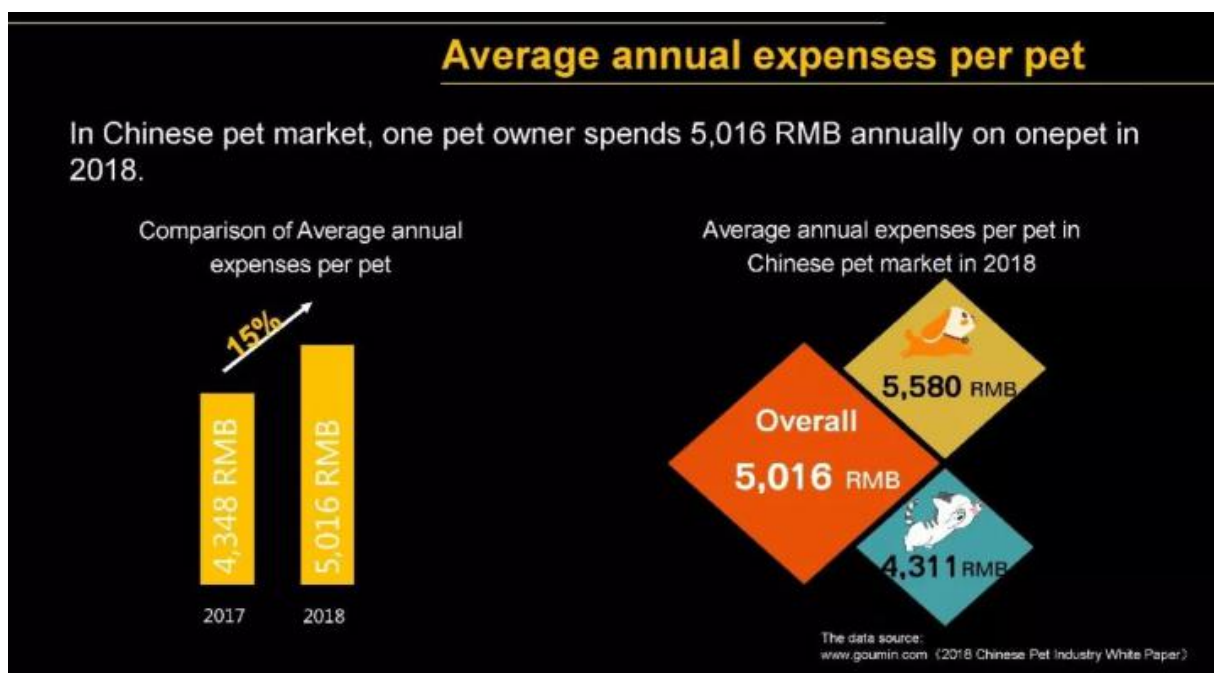
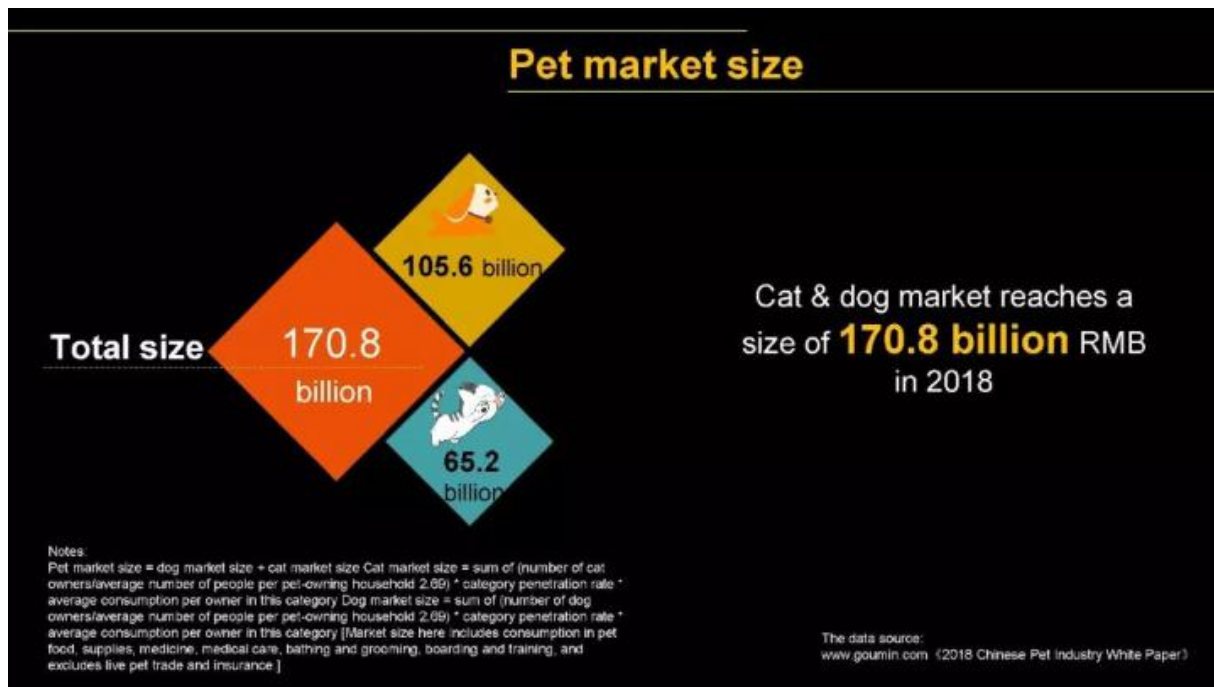
The actual number of cats and dogs far exceeds the number of breeders, with a total of 91.94 million, which means that a large number of breeders have two or more pets. And this number was 8,746 in 2017, and the number of pets increased by more than 4 million in one year. We will obviously feel that the pet is increasing.



In 2018, all the e-commerce platforms of the “Double 11” had more than 730,000 feeders and make more than 920,000 orders, spending 160 million yuan. Shanghai, Beijing, Guangzhou, Hangzhou and Shenzhen are among the top five cities in terms of order amount.

At present, the size of China's pet market has reached 170.8 billion yuan, nearly five times more than in 2012, and is expected to reach 200 billion in 2019.

In 2018 the average annual expenses per pet dogs in China's pet market is 5,580 yuan per year, and the pet cats is 4,311 yuan.



Why open a pet shop

First, compared to many projects in the service industry, the pet industry has less investment, high returns, and high profits. It is less affected by the pet itself. If it fails, it will not suffer too much loss, and it is more suitable for the first-timer to try.

Second, compared with many projects in the service industry, the pet industry has a large demand, good stability and clear development prospects. The part of the reason for the booming pet industry is the huge demand in the industry. It has become one of the essential consumption in pet life. It is a good helper to solve the pet's daily life. The expenses for pet food, clothing, housing and transportation, pet beauty and medical expenses are cyclical consumption. It can bring stable customers and income to investors. So the stability of the pet industry is very good, unlike some of the popular items in the service industry, which need to be constantly adjusted to trends and vulnerable to social unrest, while the pet industry is different. It is an emerging industry. Its development in China is still immature. It is a sunrise industry. It can be said that the future development is very considerable.

Third, the pet industry has simple operations and high customer loyalty compared to many projects in the service industry. The biggest advantage of the pet industry is strong customer loyalty. Once it has won the recognition of consumers, it is easy to establish a good relationship with consumers. It is an industry with more stable operations and more favorable interests, as well as natural interests and development.

Pet shop service

A pet shop is a place that specializes in retailing pet supplies, pet grooming, pet fostering, and pet living sales. Its business items include pet supplies supermarkets, live sales, pet grooming, pet fostering, pet medical, pet photography.

1. Pet supplies

1.1 Pet food

Dog food and cat food are the main pet foods that consumers buy in pet stores.

Dog food: Dog food has dog dry food and dog wet food. According to the different body types of dogs, we have ultra-small dog food, small dog food, medium-sized dogs, large dogs,

super-large dog food and general purpose. Also according to the age of the dog, there are birth dogs, puppies, adult dogs, old dogs and all ages.



Cat food: Cat food, we also have the classification of cat dry food and cat wet food. Our cat food is also classified according to the age and efficacy of the cat. There are newborn cats, young cats, adult cats, old cats and general. Efficacy is divided into: hairball remedy, anti-urinary infection, ideal posture.

Other foods, bird food, fish food, etc.

1.2. Pet treats

There have teeth cleaning sticks/chews, jerky treats, cookies/cheese, refrigerated and dried treats.

1.3. Article for use

Haulage ropes/bells

Toys: The cat toys have: education toy、 Small toy like a mouse、 cat catcher、 spherical toy.



The dog toys have: education toy、spherical and ropes toy、Frisbee、Sounding toy、Agile training toy.

Household items: cat litter、dog toilet、feeder machine、Drinking fountain、Cage fence, pet door, pet pad.

Clothing

Portable bags and cages

Smart products: Automatic feeding machine, automatic drinking fountain, temperature adjustable cat nest

Intelligent positioning

1.4 Pet medicine

Deworming medicine: have two different varieties. One is Cat and dog collar. The collar can help cats and dogs remove fleas. The other one is Liquid medicament. This medicament can be sprayed on cats and dogs remove the worms. Natural ingredients, scent is not pungent. safe and non-toxic

Medicine for skin diseases

Medical for joint

Cleansing medical products

Gastrointestinal conditioning products

1.5. Health care products for pet

Calcium for growth

Intestines and stomach regimen

Trace element

Skin care and beautify furs: Our shop most of skin care products are for dogs. Most of the skin creams are for short-haired or even hairless dogs. For example bull Terrier. (There are two types of skin care products. One is for dog entire body; the other type is Moisturize dog's nose)

Oral care: the oral care products we have two different oral care products



Intensify immunity product

1.6. Cleaning products for pet

Bath is the most pet washing product purchased by consumers in pet stores. So we have shampoo、Comb and brush、Hair care、scissors、Medicinal bath products、Wipes and towels、Cat and dog nail scissors and Cat and dog bathing accessories.



Providing your pets a great massage



2 Pet grooming

Pet grooming includes the following items: combing hair, cleaning the ears, pulling the ear hair,, cleaning the eyes ,brushing the teeth, cutting the nails, Trim the soles of the feet, shaving the bottom hair, bathing, blowing, full body trimming, etc.

A brief introduction to beauty:

Combing hair: Our shop will use a large needle comb to brush the fur for the dog. It can brush the dead hair and the hair knot on the dog, making the fur soft, clean and shiny. After combing the hair, it can be combed with a steel comb to check if there is a small knot in the dog. If you don't comb the dog's hair before bathing, it's harder to comb and wash the dog's hair after bathing.

Cleaning the ears: Dogs need to wash their ears often, usually once a month. Our shop generally cleans the ears by first spreading the ear powder in the ear and using a hemostat to remove the hair from the ear. Then apply the ear wash to the cotton swab or drop a drop into the ear to clean the inside and outside of the ear.

Pulling the ear hair: Not all dogs have long ears. It can be done once in half a month like

cleaning a dog's ear. If the hair is not often pulled, the ear hair will block the ear and be airtight.

Clean the eyes: As long as we regularly drop some eye drops, we can prevent the formation of diseases in the eye. If the lacrimal gland is heavier, you need an eye-specific medicine.

Nail repair: Too long a dog's nails can make it difficult to walk, and at the same time cause problems such as unsightly posture due to bone deformation. Even sometimes the nails are pierced because the nails are too long, making it difficult to walk. So for the puppy's nails. We must do regular trimming. Therefore, the repair of the dog's nails in our store will be cut along the side of the dog's claws. This will not hurt it, generally based on the principle of not cutting blood vessels. It is usually cut once every 2-3 weeks.

Bathing: The cycle of giving a dog a bath can be determined by the type of dog and the length of the hair. Generally speaking, a long-haired dog usually takes a bath once a week, while a short-haired dog takes a bath for half a month.\

Basic hair trimming: Mainly for the pruning of some hair that is usually negligent. It has bottom hair, belly hair, Hair around the anus.

3. Pet fostering

Pet fostering is another service we offer. Most customers pet fostering are cats and dogs. So we only accept the foster care of cats and dogs.

We have different requirements and services based on the foster care of cats and dogs.

The pet dog fostering mainly refers to the legalization of the dog pets in the form of a contract with our store, including the integration of the health and beauty protection of the pet. We can also provide training services. When a pet is suffering from health damage or other damage, the owner of the dog may request compensation.

Pet cat fostering is mainly to place the cats in our store in the form of a contract, the same as

the pet dog. The cat house environment is also very important, because cats love cleanliness and clean cat houses are particularly good for their health. We will provide a clean cattery.

The standard for our foster care service charges:

Pet dog foster: charge according to the size of the dog;

Small dog charges for long-term foster care of 300yuan per month----400yuan per month;

Small dogs charge a short-term foster care of 20yuan per day - 30yuan per day;

Cat foster: long-term, 300yuan per month

Cat foster: short-term, 20yuan per day.

In the process of pet fostering, you must sign a foster care agreement, otherwise the risks caused by the foster care process will bring great trouble to the foster care owner and the caretaker!

The content of the agreement mainly reflects three aspects

1. Ensure the health of your pet.
2. The responsibility and obligation of the caregiver, such as regular feeding, regular dog walking, bathing according to the agreement, etc.
3. During the fostering process, the pet is sick or injured, refining the disease, and according to the contract is caused by the caregiver. The caregiver should pay the specific terms of the agreement.

Here are four types of dogs that are not easy to foster:

- 1) Too young animals: Because young animals have weak immunity and low adaptability, they are easily infected with bacteria in the fostering place;
- 2) Pets who are timid or are not very friendly to strangers: pet owners should try to take their pets to someone with whom they are familiar;
- 3) pets with low immunity;
- 4) Strong dog, noisy dog, weird dog.

4. Living sales

Our shop sells some puppy and kitten. We also sell some small adult dogs and cats. Our pet shop also sells some live animals such as fish, birds, turtles, etc.

Our store will have an initial training before selling mature dogs to ensure that customers will not buy grumpy pets when they buy pets. Prevent pet owners from being bitten.

All of our live pets are healthy and will not cause illness and death after the pet is bought.

When buying pets, we will follow the following aspects

1. The eyes should be clear and bright, and there should be no blue or white membranes, and there should be no abnormal secretions, such as too much shit and tears.
2. Keep your nose moist and cool, not dry, hot, or snotty.
3. The puppies have pink tongues and gums, no odor in the mouth, and white and neat teeth.
4. The ear canal is clean, no secretions, no odor, the left and right ears have the same temperature and keep cool.
5. The limb pads are warm and soft, and cannot be hot, dry, or hard
6. Observe the anus of a dog. The anus of a healthy dog should be clean and free of swelling, and the fur around the hilar should be clean and free of dirt.
7. Look at the whole body of fur to make sure there are no parasites and no large areas of hair removal.
8. Good mental condition, active and flexible limbs
9. Pick puppies that have been vaccinated
10. Do not choose puppies with too few births (40 days).

In order to avoid the problem of living body return and exchange, our store talks to buyers about the difficulty of keeping pets well before the transaction, and imparts knowledge of pet raising, and provides necessary help appropriately.

5 Medical treatment for pet

Vaccine and deworming are medical services purchased by people most frequently.

In addition, our shop also provides some simple treatments for pets.

The treatments we offer include dog gastrointestinal disorders, allergic dermatitis and eye, ear, and oral diseases.

Eye diseases are: more eyelids and more tears, red eyes and eye inflammation

Ear diseases are: ear inflammation

Oral diseases include bad breath, yellow teeth, bleeding teeth, and calculus.

6. Pet photography

Pet photography is a wonderful moment that affects a cute pet. With the continuous improvement of living standards and artistic appreciation, more and more pet owners are eager to have photographers record the wonderful moments of cute pets.

Our pet shop will shoot pets around three themes

1. Pet and portrait shooting
2. Shooting of pets and pet supplies
3. Pet shot alone



Company culture

Our mission

Improve pet grooming technology and provide high-quality pet products and services.

Do our best to meet customer needs.

Caring for pets and getting along with animals

Our goal

Become the best pet service company in China and provide the most complete service for pets

Enterprise value

Customer-first: To continuously improve the quality of their own to meet customer needs.

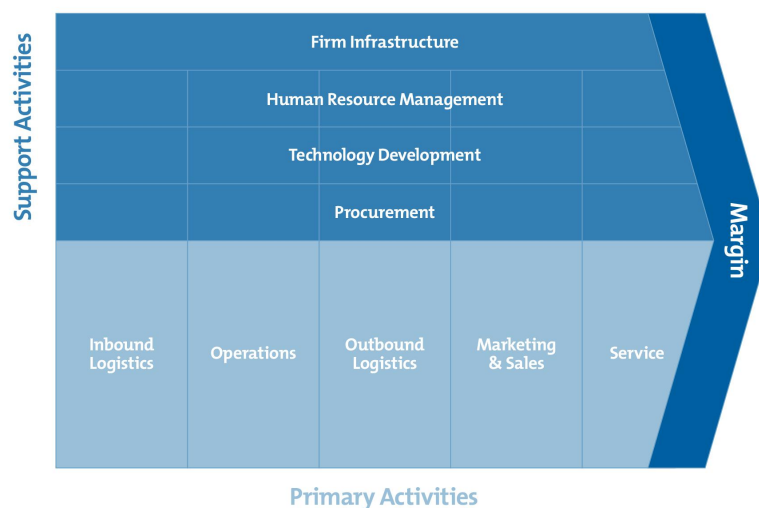
Pets are our actual consumers. The starting point of our work is to focus on "pets".

The high quality and efficient provision of pet grooming services and products is the foundation of our development.

Development strategy

Our company's value chain

Analysis based on the Porter's value chain



1. Primary Activities

1.1 Inbound logistics and Outbound logistics

We use multiple methods for the purchase of goods. We will go to some and find quality

suppliers at the pet goods exhibition. we will also go to some large pet breeding bases to talk about cooperation. We attach great importance to establishing long-term cooperative relations with suppliers to achieve win-win cooperation between both parties.

About logistics delivery. We choose the strongest logistics company in China. SF EXPRESS. SF Express is a very powerful company. And the reputation of this company is very good, and it has been well received by customers. We have negotiated cooperation with SF Express. Therefore, customers do not need to pay any courier fees when ordering our products online.

1.2 Operation

There is a purchasing department, management department and sales department inside, and a fixed supplier outside. The management department determines the company's purchase of goods according to the existing inventory and the expected demand of the sales department and reports it to the procurement department. The procurement department will purchase uniformly. The time spent in each link is controlled within a week.

We use the economic batch order method for inventory management, and strive to find the best advantage when the sum of procurement cost and inventory cost is minimized. When the actual inventory of the product is lower than the reorder point level, the purchasing department directly places the consignment order to the supplier. The supplier should ensure that the cycle from product production to delivery to our inventory warehouse is within two weeks. After the product is transferred to the sales department, the sales department uses the ERP system to settle the order and enter the next link.

1.3 Marketing sales and service

We use a combination of online and offline. In China Internet+ is a way that many companies choose, and it is becoming more and more popular. We will also hold various promotions regularly.

We also have our own membership system. For new customers: 10% discount for all purchases; all old customers who spend more than 2000 yuan can apply for a VIP card for free and enjoy a 30% discount.

Provide a courtesy telephone return visit tracking service for registered customers (customer files)-increase favorability and promote secondary purchase opportunities

Tracking services for new projects and product service effects. The purpose of the service is

to allow consumers to feel the care of the corporate brand and focus on the direction of product development.

Establishing a customer profile:<1>customers who have purchased more than 300 yuan at the current time can become members of this store and will receive a birthday gift provided by our store on their birthday.

<2> Customers who spend over 2,000 yuan can become VIP members, and can participate in a monthly raffle and a birthday gift.

<3> VIP members can participate in the points exchange activity, the points are 1 yuan and 1 point. The accumulation of points starts from the second consumption after the customer becomes a member.

We are a pet shop, not only to provide quality service to customers, but also to provide quality service to pets. We will regularly train employees on all kinds of knowledge about pets. Train employees on various skills for pets.

2. Support activities

2.1 Firm infrastructure

Strict financial discipline, emphasizing financial responsibility system. We have a perfect management system. Make sure that everyone is responsible for everything

2.2 Human resource management

We place human resource management and development in a very important position. We always believe that if an enterprise wants to grow bigger and stronger, excellent employees are a very important part. Employees are respected as "partners" and enjoy more humane welfare policies. We have our own fixed promotion model and various promotion channels. For example, if employees want to be recognized and promoted by the company, they must first complete the core 1, 2 goals, if they can pass the third level test, they have the opportunity to become managers. Internal vacancies received by the company will also be given priority in

internal recruitment.

2.3 Technology development

We currently do not have any patents that belong to us, But we invested money in making some procedures to make us better serve our customers. For example, the chat tool used by almost all Chinese people name wechat. (it is like whats app), On this chat tool, you can make small programs and add them to make your customers more easily receive your services, and you can also expand new customers. With the use of smart phones, more and more apps are born. We are also working hard to create our own app, try our best to find the difficulties and problems encountered by all the people who keep pets, and then use this app to help them solve them.

Short-term (1-2 years)

In view of the fact that our company has just been established, both the market and the target customer base need to be developed, so there is less profit in a short period of time. Therefore, our short-term goal is to attract residents in the city, form a relatively stable source of customers, stand firm and occupy a certain market, win the target customers, and strive to turn losses into capital preservation.

ID	Task Name	Start	Finish	Complete	2019-01-03			2019-04-01			2019-07-01			2019-10-01		
					019-01-0	019-02-0	019-03-0	019-04-0	019-05-0	019-06-0	019-07-0	019-08-0	019-09-0	019-10-0	019-11-0	019-12-
1	Store construction	2019-01-03	2019-01-31	0.0%												
2	hiring employee	2019-02-01	2019-04-05	0%												
3	employee training	2019-04-09	2019-05-10	0%												
4	Opening advertising promotion	2019-05-10	2019-05-20	0%												
5	Opening promotion	2019-05-22	2019-08-20	0%												

Medium-term (3-5 years)

After two to three years of struggle, the company achieved a turnaround, the company gained stability, increased its influence, established a certain reputation, and had a fixed customer base and target market, and began to develop markets and customers in other regions.

Long-term (more than 5 years)

We hope to stand out in the constant pet market competition and become a newcomer to pet sales and service and have a number of fixed customer bases and networks. Seize the market in other parts of the city. And actively develop the extended business, optimize the store's operating characteristics, establish a professional image, and a good reputation.

Market analysis

1. Pet market development status and market prospects

Pets have been in the industry for over a hundred years in developed countries, forming an industrial chain of breeding, training, supplies, medical, pharmaceutical, and trade. Not only is the management strict in regulations and clear responsibilities, the government, and pet organizations cooperate, and the development of the pet industry operates under systematic and standardized conditions, forming part of the national economy. North America and Western Europe have developed into the largest markets for the global pet industry. From the perspective of production value, the economic output value of pets in the United States and Europe accounts for more than 60% of the world's total, of which 37% in the United States and 23% in Europe.

2. Analysis of International Pet Market

2.1 The united states

The United States has the largest and most developed pet economy in the world. According to the American Pet Products Association (APPA), the 2017-2018 APPA National Pet Owner survey, the number of households with pets in the United States has reached 84.6 million. The penetration rate of household pets in the United States has risen from 56% in 1988 to the current 68%. Among them, there are approximately 69.7 million families in the United States with approximately 89.7 million pet dogs; approximately 47.1 million families have

approximately 94.2 million pet cats. There are also many horse breeding families in the United States. In 2018, the amount of pet consumption in the United States continued to grow steadily, reaching US \$ 72.56 billion, a year-on-year increase of 4.4%. It is expected that the amount of pet consumption in the United States will continue to grow steadily in 2019, reaching a scale of approximately \$ 75.38 billion.

According to the American Pet Products Association (APPA), from the perspective of pet category distribution, pet cats and dogs are the most popular. The 2017-2018 National Pet Ownership Survey statistics show that there are approximately 69.7 million households in the United States raising approximately 99.7 million pet dogs; approximately 47.1 million households raising approximately 94.2 million pet cats. From this perspective, pet cats are more common and more popular in the United States.

In 2018, the sales of pet food in the United States reached 30.32 billion U.S. dollars, the largest in the market segment, accounting for 41.8%; secondly, the size of pet medical services and related pharmaceutical products exceeded 18 billion U.S. dollars, accounting for pets. The proportion of the consumer market is more than 22%; the scale of live pet sales and other services is US \$ 6.11 billion and US \$ 2.01 billion, respectively, accounting for 8.4% and 2.8%.

In addition, according to the forecast of the American Pet Products Association (APPA), the size of the US pet food market will further increase to about 31.68 billion US dollars in 2019, and the pet medical services and pet medicine market will also increase.

In 1966, the United States enacted the nationwide Animal Welfare Act. At the end of last year, the United States passed the Pet and Women's Safety Act, which protects victims of domestic violence while taking into account the safety of pets, and has allocated funds to establish shelters that allow pets.

2.2 Japanese

According to data from the Yano Institute of Economic Research, the size of the Japanese pet market in 2017 has exceeded 1.5 trillion yen (about 90 billion yuan), and the average annual compound growth rate from 2011 to 2018 is 1.27%.

Japanese cities have a high population density. When choosing pets, they usually choose to keep small dogs and cats indoors.

In Japan, the pet service industry is as subdivided as human society. There are many pet hospitals in the residential districts that provide 24-hour emergency services, pet beauty salons, pet supermarkets, whether ordinary supermarkets or general shopping malls. There is a pet supplies area. There are also pet learning etiquette schools, pet wedding and funeral services, etc.

Just like the Japanese generally live longer, pets in Japan also generally live longer, with an average life expectancy of 15 years. Therefore, there will also be pet nursing homes in various places to take care of sick and elderly pets. Japan even wrote into the law that pet owners are obliged to keep their pets for life.

3. Current status of Chinese pet industry

3.1 History of the Chinese Pet Industry Development

The Chinese pet industry is developing fast, and service industry will be its direction of development.

It have 4 developments period

3.1.1 Enlightenment period 1990s : In 1992 China small animal protection association was established, advocating the concept of “treating pets as partners” and marking the formation of Chinese pet industry.

Soon afterwards ,Mars Royal Canin and other giants in the foreign pet industry entered China. Meanwhile the first batch of pet products retail stores made their appearance in Beijing,Shanghai and similar big cities of China.

Around 1995, many overseas returnees brought the Western pet concept back to China.

3.1.2 Incubation period 2000-2010: The quantity of pets in China increases rapidly, and it was about 40 million around the year 2000, with CAGR about 10%.

Pets roles are changing in a family from “defending the family”(functional role)into :acting as kids or family members “(emotional roles)

Large-scale plants manufacturing pet products begin to appear in China,and some are becoming famous.

Along with the internet tide ,the first batch of on-line pet service platforms arise.

3.1.3 Fast development period 2010-2020: Changes of China’s population structure such groups as empty-nest youths,empty-nest elderly and DINK families provide a large space of growth for the market

GDP continues to rise and in the context of consumption upgrade the development of “emotional” economy and “cute” economy is closely related with the pet market

Capital input besides pet platform new service modes such as sharing economy and cloud pet keeping begin to capture the market

3.1.4 Maturity period 2020and beyond

3.2 Pet keeping families in china

According to the announcement by the Chinese government “Chinese Pet Industry White Paper of 2017” and “Chinese Pet Industry White Paper of 2018” Pet keeping families in China are increasing reaching 59.12 million in 2017. In 2018 the pet keeping families increasing reaching 73.55 million. It still with a large room to grow.

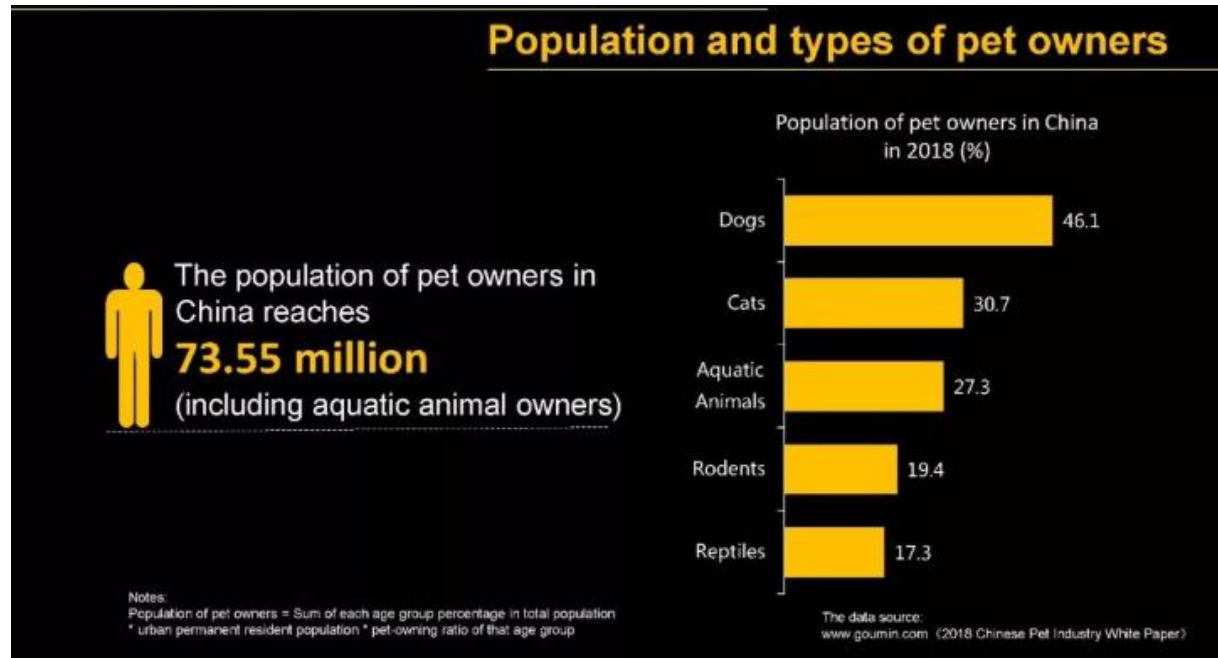
In 2017 the proportion of pet keeping families in China increases by 2% compared to last year, reaching 17%.

In 2017 the quantity of pet keeping families in China is about

59.12million.



Data source: "In-depth Research Report of the Pet Industry: Pets on the Waves, Medical Giants Expand by Leaps" prepared by Industrial Securities; according to the APP Research, pet keeping families in China take up 13% among all in 2016.
Data source: 2016 Demographic Yearbook of National Bureau of Statistics. Based on the research of pet market, the overall proportion of urban population keeping pets (17.1%) is calculated by multiplying the proportion of national population keeping pets (calculated based on the gross population of China in 2016 and through the proportional weight method) by urbanization rate (57.4%, according to the statistics of National Bureau of Statistics for 2016). Pet keeping families = national urban population * proportion of population keeping pets.
In the research, the urban population sampling range covers the first-, second-, third-, and fourth-tier cities.



Pet keepers spread from coastal developed regions to inland regions, and pet keeping develops in a distributed instead of centralized way. And pet keeping behavior becomes more distributed in urban regions.

3.2.1 Major pet categories

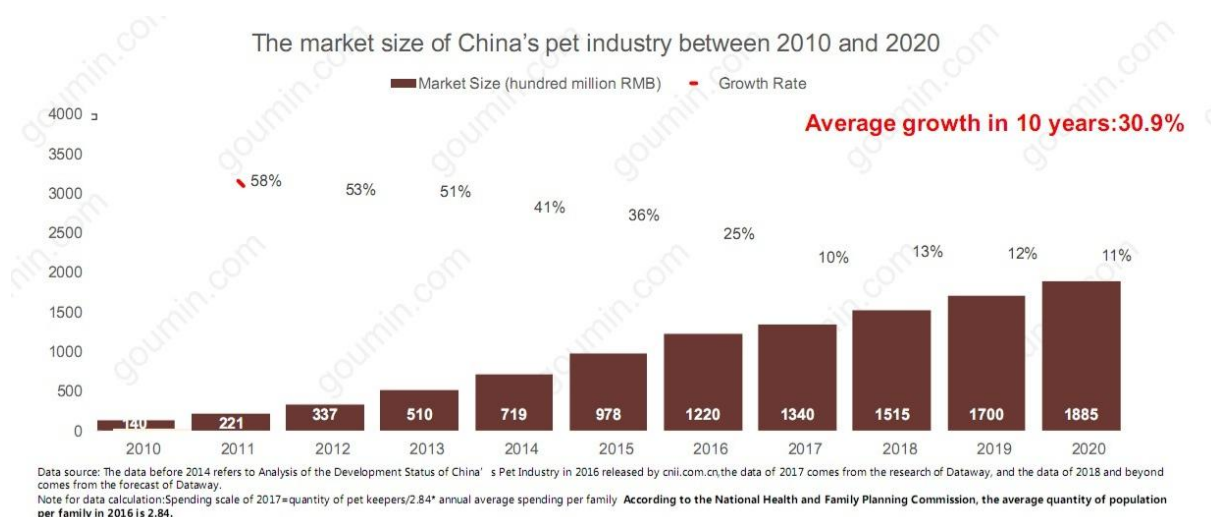
According “Chinese Pet Industry White Paper of 2017” and “Chinese Pet Industry White Paper of 2018” Dog and cat are the major pet categories for people to keep. Among all pet keepers, families keeping dogs account for the highest proportion or 60% and families keeping cats take up nearly 40%.

The quantity of pet cats and dogs in China reaches 87.46 million in year 2017. The quantity of pet dogs reaches about 49.9 million. The quantity of pet cats reaches about 37.56 million.

The quantity of pet cats and dogs in China reaches 91.49 million in year 2018 The quantity of pet dogs reaches 50.85million. The quantity of pet cats reaches about 40.64 million.

3.3 Pet market size

According “Chinese Pet Industry White Paper of 2017” and “Chinese Pet Industry White Paper of 2018” The market size of China’s pet industry in 2017 reaches 134 billion yuan and will keep growth of 30.9% on average annually between 2010 and 2020. (The pet industry scale reached 170.8 billion in 2018, a growth rate of 27%) and it is estimated that market size will reach 188.5 billion yuan in 2020 with an average growth of 30.9%



Pet keeping groups spend up to 5016 yuan annually per capital. Those who keep dogs spend 1269 yuan more than those who keep cats.

Dog market size: Consumption in commodities taking up about 72% and services about 28%. Consumption in dog commodities takes up about 72% with staple food taking up the most at 36%.

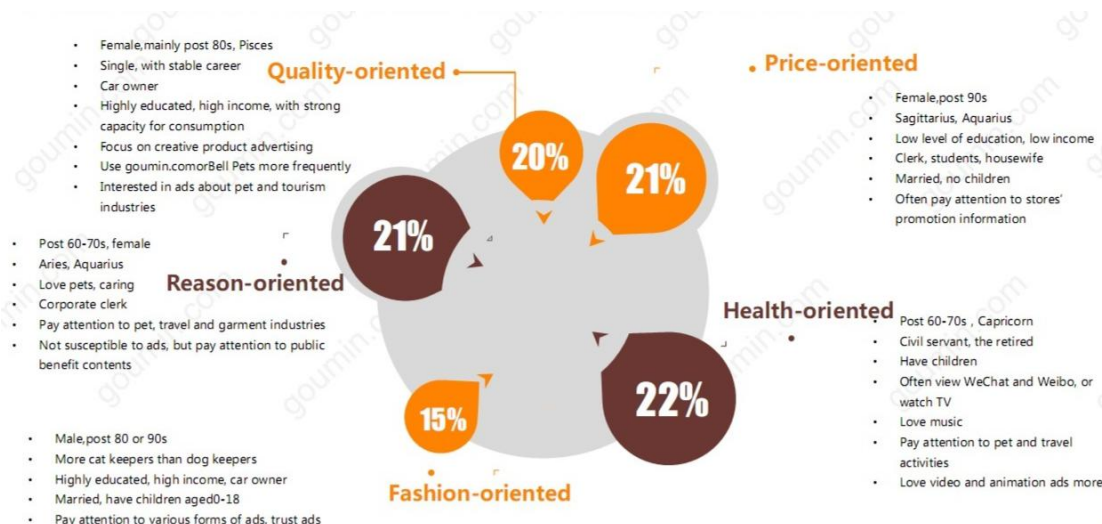
Consumption in dog service takes up about 28% with veterinary medical services taking up the most at 15.1%.

Cat market size: Consumption in commodities taking up about 82% and services about 18%. Consumption in cat commodities takes up about 82% with staple food taking up the most at 44.5% .Consumption in cat services takes up about 18% with veterinary medical services taking up the most at 14.4%.

4. Market segmentation

4.1 Who are keeping pets

4.1.1 Pet keepers can fall into five categories : quality-oriented, fashion-oriented, reason-oriented,health-oriented,and price-oriented.



Quality-oriented: main consumers post-1980s have successful career. They more focus on quality and service, willing to spend on brand products mostly keep dogs, follow the advertising information actively.

Characteristics of the population: Gender- mostly female. Age- mostly post-1980s. Income- mostly over 10000 yuan per month. Education- mostly bachelor or above degree. Occupation- corporate management.

Consumption capacity: Consuming willingness- the highest. Categories to purchase- food, articles for use, service. Consumption concept- willing to pay for higher quality and better service like brand products. Other- car owner like traveling and watching movies purchase high range cosmetics with big brands

Pet keeping behavior: Pet type- mostly dog. Reason to keep pet: fondness of pet. Treat pet as- child. Term of keeping pet- less than 3 years. Commonly used platform for communication- professional pet website/platform.

Attitude towards ads: Attitude towards ads- like to pay attention to ads of the products they are willing to buy. Contents of focus - pay attention to car and shopping information besides pet information. Industries of focus- focus on the car industry

Fashion-oriented- consumer in the leading edge.post-1990s opinion leader.Rich and leisure prefer high range consumption, opinion leader in the moments love to keep cat and obtain information from ads.

Characteristics of the population: Gender- mostly male. Age- post-1980s or 1990s take up the highest proportion. Income- the salary f exceeding 10000 yuan per month takes up the highest proportion. Education- mostly bachelor or above degree. Occupation- general management,student.

Consumption capacity: Consuming willingness-the relatively high. Categories to purchase-prefer to purchase service than products a group loving to train pets most; Consumption concept- leader in consumption among friends like fashionable and superior consumption,pay attention to brand profile; Other car owner love to buy MPV love music,sports and games.

Pet keeping: Pet type-mostly cat; Reason to keep pet- relieve worries add happiness; Threat pet as-friends; Term of keeping pet-1-2years; Commonly used platform for communication-communication with other pet keepers.

Attitude towards ads: Attitude towards ads- like ads which can increase their desire to purchase and trust in the brand; Contents of focus- shopping fashion and entertainment information besides pet information; Industries of focus- beauty and plastic operation apparels smart product IT real estate finance;

Reason-oriented - rational consumer post 1970s, middle or low income. Middle or low income leisure pursue for cost performance consume rationally mostly keep cats unwilling to accept ad information.

Characteristics of the population: Gender- mostly female; Age- post-1960s or 1970s take up the highest proportion;Income-mostly lower than 4000 yuan per month;Education-college

degree or below takes the highest proportion; Occupation-housewife.

Consumption capacity: Consuming willingness-general.Categories to purchase-more food and toys than services; Consumption concept- only buy required products pay attention to price,buy the right product instead of expensive product;Other-use public transport commonly;love music

Pet keeping behavior: Pet type-mostly cat; Reason to keep pet-love pet,enrich the life;Treat pet as-child. Term of keeping pet-3-5 years; Commonly used platform for communication-off-line communication with other pet keepers.

Attitude towards ads: Attitude towards ads-reject ads; Contents of focus -music and entertainment information besides pet information;Industries of focus- travel apparel and personal articles for use; Elements of focus-product and promotion

Health-oriented-a group of green and environmentally protective consumers post 1960s-1970s retired. Mostly retired or leisure pursue for green and healthy life,love to keep dogs pay attention to product ads.

Characteristics of the population: Gender- male; Age- post 1960s-1970s; Income-below 5000 yuan per month; Education-mostly college degree or below;Occupation-retired/leisure

Consumption capacity:Consuming willingness-general;Categories to purchase-health care products;Consumption concept-pay attention to health going green and environmental protection;Other-car owner,love reading sports and music.

Pet keeping behavior;Pet type-mostly dog; Reason to keep pet-relieve worries spiritual sustenance;Treat pet as-family member;Treat of keeping pet-3-5years;Commonly used platform for communication - off-line communication with other pet keepers

Attitude towards ads: Pay attention to ads of products they are willing to buy; Contents of focus-music and car information besides pet information; Industries of focus- sports and travel industries.

Price-oriented -promotion lovers post 1980s-1990s middle or low income.A group with middle or low income sensitive to price love discounts and promotions,easy to be guided by ads/

Characteristics of the population: Gender- female;Age-post 1980s or 1990s; Income-mostly below 6000 yuan per month; Education-mostly below Bachelor degree;Occupation-clerk leisure/retired

Consumption capacity: Consuming willingness-general; Categories to purchase- treats health care products;Consumption concept-love promotion and storing goods;Other-use public transport commonly love to binge TV plays

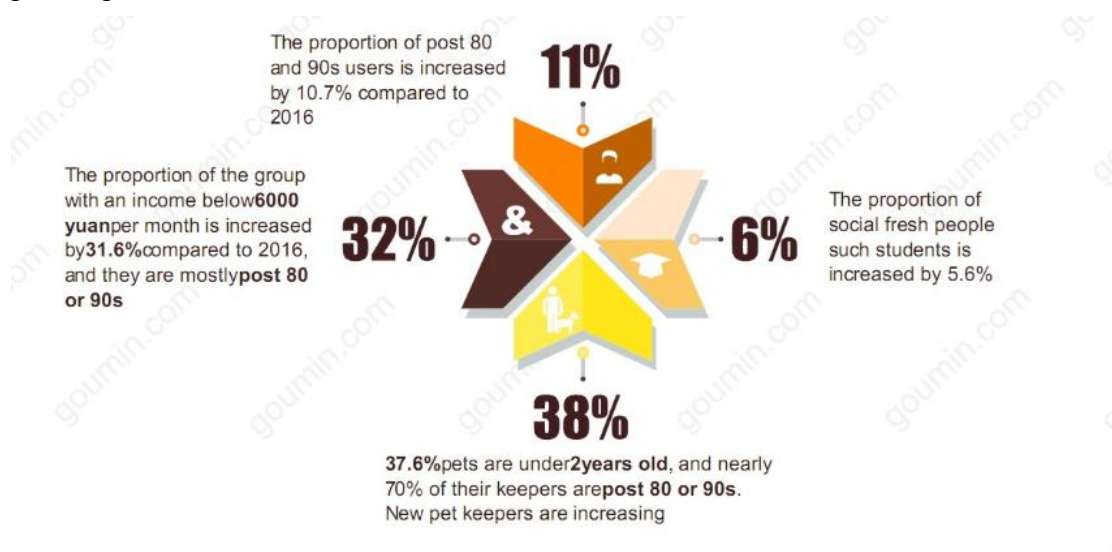
Pet keeping behavior:Pet type-mostly dog;Reason to keep pet-adoption due to loving heart;Treat pet as-child;Term of keeping pet-about 1year;Commonly used platform for communication- off-line communication with other pet keepers

Attitude towards ads:accept on-line ads;Contents of focus-music and entertainment information besides pet information;Industries of focus- food and beverage apparel personal articles for use.

4.1.2 Characteristics of the pet keeping population. Generally the characteristics of the pet keeping population are basically stable:young highly educate females. More and more males begin to love keeping pet,more males begin to keep pet,with growth of the population faster than that of females.

4.1.3 The pet keeping group becomes younger in average age. The pet keeping group

becomes significantly younger in average age which can be specially reflected by the large increase of proportion that post 1980s and 1990s students and other social fresh groups take in pet keepers



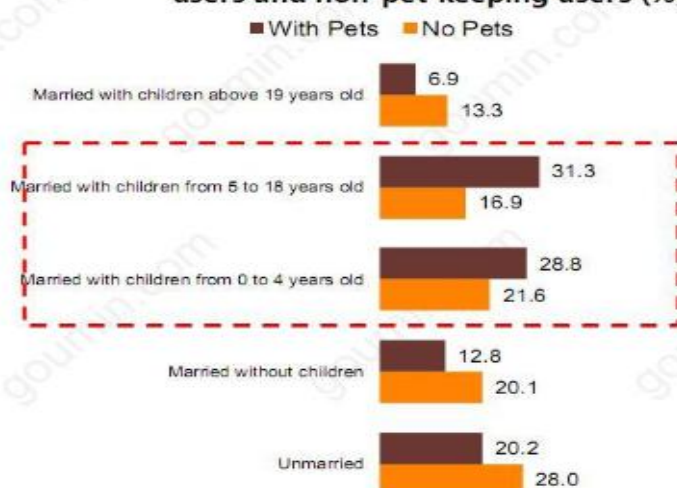
And most of the pet keepers have relatively higher income and level of occupation.

4.1.4 Families with children are changing their concept.

Families with children are changing their concept of keeping pets and the emotional roles pet play stand out gradually.

Compare with non-pet-keeping families, pet-keeping families with children take up a higher proportion. Under the current social environment pets begin to play the role as children's companion.

Figure: comparison of marital status between pet-keeping users and non-pet-keeping users (%)



4.2 Distribution of consumption for pets by commodity and service

Consumption on commodities is still the mainstream but there is room for service consumption to expand. In total consumption the proportion of commodities to service is nearly 7:3, in service consumption medical care for pets costs the most 2387 RMB and in commodity consumption food for pets costs the most 3841.8 RMB.

Figure: Proportion of annual spending on pet commodities and services (%)

Figure: Annual spending on pet services per capita (yuan)

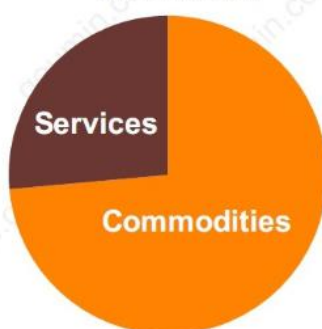
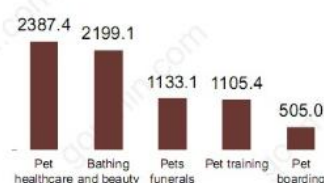
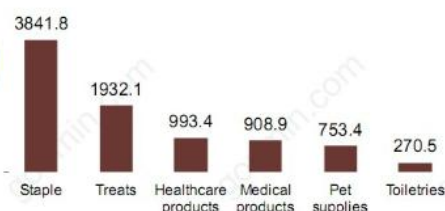


Figure: Annual spending on pet commodities per capita (yuan)



Data explanation: the proportion is calculated based on the weighted commodities and services.

Consumption of commodities for pet: Food and treats for pet are the commodities mainly

purchased by people with the highest spending, In commodity consumption 93% people prefer to purchase food,with the highest proportion;meanwhile the spending on food and treats is the highest among all categories.

Consumption of services for pet: Medical care and bathing and beauty are the highest service categories purchased by people.In service consumption 76.7% people prefer to purchase medical care,with the highest proportion followed by bathing and beauty;meanwhile the spending on medical care bathing and beauty also takes up the highest proportion and the two are the main categories of services for pet.

Channels of purchasing products: On-line channels are mainly Tmall/Taobao.while off-line channels are mainly pet hospitals and pet chain stores.

Reasons for preference of on-line or off-line channels:On-line channels attract people with their convenience and diversified supplies of goods,and off-line channels with their experience and people's loyalty to store.

5. Current situation growth forecast of the retailer market

Retailers:Online consumption and offline experience will be a new retail model

- 1 They have similar proportions of pet product sales,and provide more pet service than upstream suppliers;
- 2 More than 60% of retailers have an annual sales exceeding RMB 1million
- 3 Most are general stores instead of special stores overall have a limited scale
- 4 Online e-commerce channels account for more than half of the sales channels
- 5 Offline physical stores are still necessary and online consumption and offline experience will be a new retail model.

Competition analysis

Existing competitors

Basic features of practitioners in the pet market: Most pet market practitioners are males who are mainly at the age of 26-35 highly educated and married. Most practitioners love to keep pets and have more than 5 years of working experience, followed by new market entrants with 2-3 years of working experience. More than 80% of pet industry practitioners keep pet at home while only 19.5% of them have no pets.

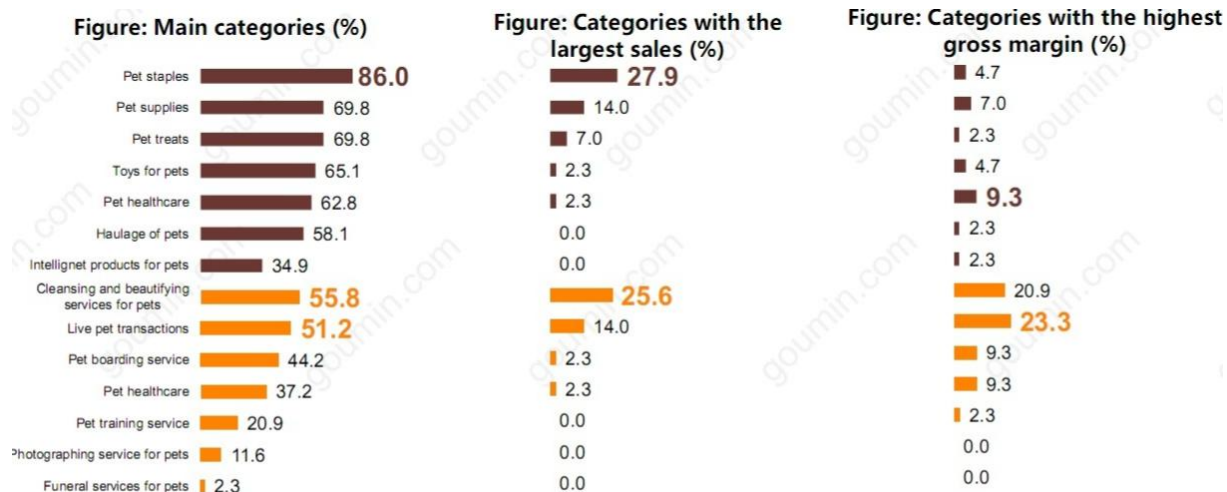
Overview of pet industry companies



Because our store is a retailer, So our direct competitors are retailers.

The retailers main categories

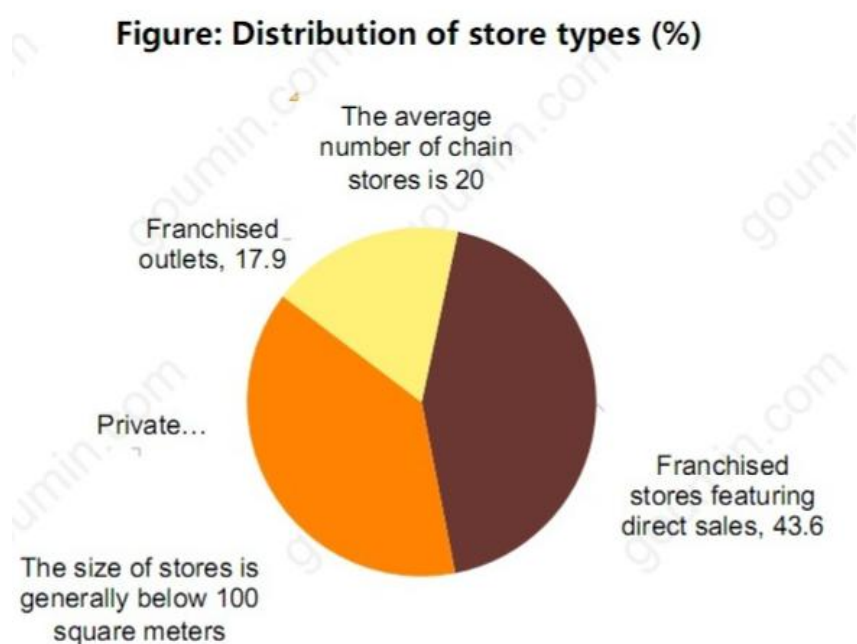
The proportions of pet product sales are similar with grooming and live pet transaction as the primary and most profitable service items.



Sales status : 30% of retailers had sales of less than RMB500,000 with an average growth rate of 29.1% but more than 50% of them had an over 20% growth in their sales.

Distribution of offline stores: most are general stores instead of special stores.

Types of offline stores



The above is a general summary of the industry.

1. Main competitors

At present, there are many small pet markets in Shijiazhuang, such as the Confucian Pet Market and Hongyun Pet Market. There are many shops and varieties, but the shopping environment is relatively poor. Pet supplies stores are mainly self-employed and are distributed in mature communities and streets. They are mainly engaged in pet supplies trade, pet grooming, foster care, etc. There are customer groups around, but the business level is unbalanced because they are all single stores, so the variety is not complete, pet grooming also lacks functionality. Now 60% -70% of pet food is sold through supermarkets, the price is relatively low, but there is no communication with customers and no product consultation. A PETDOG pet store opened in the place where our store operates. This store has professional standards in pet supplies, beauty, medical and other aspects, first-class service, perfect supply channels, Brand awareness. It's our main competitor.

PETDOG: The company started its pet store chain in 2006 and has more than 2,200 stores. The number of stores that can survive in the market should be around 1,800. It is the first batch of pet franchises. Now it is the most successful and largest pet chain company in China. The service types include pet store chain, pet food supplies production and research and development, breeding base, it is there is a 50-acre pet large park, the largest number of pet grooming training Institutions (about 150 training a month), logistics and warehousing are considered to be the most complete ones in the pet industry chain in China.



History of the company

The first stage is the grass-roots period. From 2003 to 2006, as a self-made enterprise, this stage is the accumulation of original capital, and it is mainly a struggle for survival.

The second stage is the formative period: from 2007 to 2013, the core business and core team of PETDOG are gradually formed at this stage.

The third phase is the specification period: from 2013 to 2015, the main task of this phase is the specification of information and teams.

The fourth stage is the expansion period. From 2015 to 2018, this will be the blowout period of the pet industry, and it will also be the blowout period for the development of PETDOG. With the previous accumulation, PETDOG will have a thick accumulation in this stage Break out.

The fifth stage is the reconstruction period, after 2018.

Company management system

The PETDOG executive team consists of a young, professional, passionate entrepreneur with many years of experience in the pet industry. Among them are senior pet industry operation experts, chain store operators, pet food R & D engineers, pet technology senior teachers, and pet education industry mentors.

All PETDOG franchise stores use ERP storefront management system, which is efficient and accurate. PETDOG ERP storefront management system is a set of professional operating systems for pet stores independently developed by the company. It can easily achieve four aspects of management: product management, membership management, employee management and financial management.

1. Commodity management: Detailed analysis of the sales data and sales ratio of the goods in the store, so as to achieve the timeliness of the promotion, the rationalization of the display, the reduction of the inventory, and the reduction of costs, while increasing sales, reducing the risk of the goods.

2. Member management: The pet industry belongs to the service industry. Customer experience and customer stickiness are very important. Member management in the ERP system of the PETDOG store will help franchisees analyze the frequency and trend of consumption of members, and improve the interaction between members and the store. Increase members' stickiness to the storefront.

3. Employee management: The ERP system will perform statistics and analysis on the detailed situation of employees. It will also be clearer while improving the understanding and management of employees.

4. Financial management: The store's turnover is analyzed through the ERP system, and the regional operation manager will also compare the business results of the franchisees for the two months, so as to formulate effective sales strategies and operating plans to help the franchisees achieve business results Bigger.

Marketing strategy

PETDOG pet market strategy is mainly divided into: national brand promotion, regional advertising bombing, single store promotion, through television media, print media, online media to directly bring customer groups to chain stores.

Product zero inventory

PETDOG pet chain stores all implement zero inventory management of products, and Petdog Pet Chains tailors the product structure for each franchisee according to local market conditions and store conditions, and the quantity of each single product is within a reasonable

sales cycle, avoiding Funding strain due to the backlog of goods.

Online sales competitors

E-commerce is developing rapidly in China and is also a competitor that cannot be ignored.

Major channels are pet stores and e-commerce, but e-commerce is the channel with the biggest sales and the focus of future expansion.

Online sales have become a trend, and the optimization of advertising and channels are major reasons for sales growth of companies.

Taobao and Tmall are major profitable e-commerce channels. In year 2018 the channel of e-commerce gains good profit is 65.1% of companies are profitable, among which 28.6% are highly profitable.

Figure: E-commerce sales platforms (%)

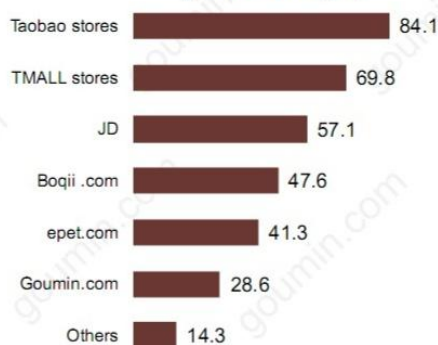
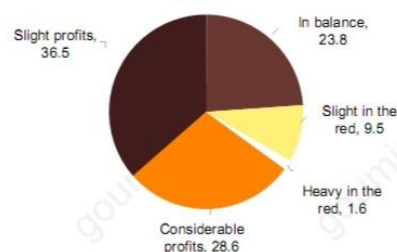
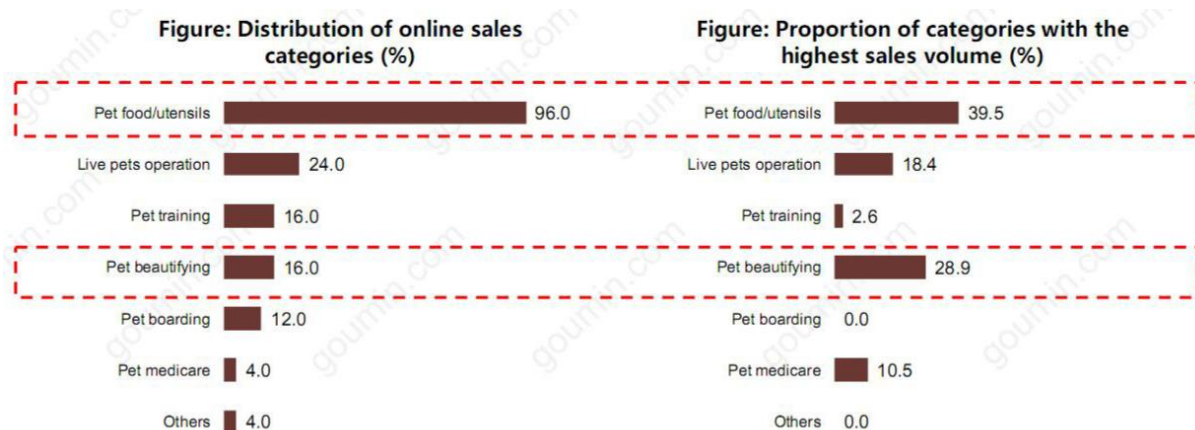


Figure: Profitability of e-commerce (%)



Pet food and supplies are major categories of retailer's online sales, followed by pet grooming service.

Pet food/supplies are major products sold by retailers and are among the top-selling categories. Pet grooming products have a low proportion among online retailers' categories, but are among the top-selling categories with a strong growth momentum.



2. Suppliers

For us, suppliers are part of the competition. Distributors' channels and reputation as well as retailers' influence and scale are main considerations of brands/general agents when selecting supplier. When selecting distributors more than 50% of brands/general agents will mainly consider their channel building and corporate reputation; when selecting retailers more than 60% of brands/agents will consider their local influence and scale.

The strength of the supplier's competitiveness depends mainly on the market conditions of the supplier industry and the importance of the goods provided.

The threat of suppliers is to increase the price of supply.

The second is to reduce the quality of corresponding products or services, thereby reducing the profits of downstream industries.

3. Replacements

Sometimes an industry competes with companies in another industry because their products are alternative. If the price of a substitute product is relatively low, it will reduce the price

limit of the product in the industry, thereby limiting the industry's revenue. Alternatives to the pet shop industry are birds, rabbits, white mice, and other small animals that humans can raise, which distract cat and dog pets. Since most of the services in our store are about cats and dogs, we must pay close attention to them. However, these small animals are still not as popular as pets. Most of them are mainly pets, such as cats and dogs.

4. Potential entrant

In the 15 years from 2004 to 2019, the number of pets in China has grown rapidly, and the pet industry's sales will grow geometrically, making it a profitable business for the pet industry. Many internationally renowned pet manufacturers have entered China.

As more industries are in line with international standards, the International Dog Industry Association, international pet media, international services, and product quality standards will gradually complete the process of landing in China.

The retail industry will face the optimization process of reshuffle. After reorganization and international capital injection, some large leading companies will also appear in the pet industry as listed companies.

For example: Two powerful pet stores in Europe and America.

Petsmart: A single store with an area of over 2,000 square meters. More than 2,000 worldwide (approximately 60 square meters in the beauty area)



Petland: Single store area of 1200 square meters or more Global 1000 stores Main live pet sales (beauty area is about 60 square meters)

There are also some very strong China companies. For example 汤姆狗，酷迪（they are Chinese companies name don't have English name)

In the near future, there will be large international pet chain stores entering China. These chains have a professional level in pet supplies, beauty, medical, first-class service, comprehensive supply channels and high brand awareness. With the development trend of the pet market standardization, more pet chain institutions must enter the Shijiazhuang market, but high account opening fees plus standardized operations will increase operating costs and also constitute barriers to entry. In addition, Singapore's pet supermarket chain will land in Shijiazhuang in 2020. It can be seen that more and more people will pay attention to the pet market and invest in the industry in the near future. As a result, there will be more and more potential competitors.

SWOT analysis

Strength: Strength of the macro environment: Refer to China Report Network "2018 China Pet Market Analysis Report-Industry In-depth Analysis and Development Prospect Forecast"The proportion of households with pets in my country is relatively low compared to countries and regions such as the United States and Western Europe. The national proportion

is only 1.7%. Although the proportion of pet households in large and medium-sized cities is relatively high, the proportion in second- and third-tier cities is still very low. It is estimated that the lifestyle of keeping pets will gradually spread from large and medium-sized cities to other cities in the next few years.

The growth rate of China's pet market has also maintained a growth rate of more than 35% in recent years. Compared with the global pet market growth rate of 4%-5%, the development of my country's pet market has obvious advantages.

According to the "Statistical Bulletin of Shijiazhuang City National Economic and Social Development 2018" released by the Shijiazhuang City Statistics Bureau. The annual per capita disposable income of residents was 26,839 RMB, an increase of 8.9% over the previous year. In terms of place of usual residence, the per capita disposable income of urban residents is 35,563 RMB, an increase of 8.0%; the per capita disposable income of rural residents is 14,518 RMB, an increase of 8.8%. The per capita consumption expenditure of residents was 16,422 RMB, an increase of 7.3%. In terms of place of usual residence, per capita consumption expenditure of urban residents was 21,620 RMB, an increase of 6.3%; per capita consumption expenditure of rural residents was 9,082 RMB, an increase of 7.9%.

With the continuous improvement of living standards, pet consumption has also formed a scale, while showing great potential.

The pet economy will lead the rapid growth of market consumption

Our company's own strength : 1. Doing a full market survey and statistical analysis has brought a basis for our company.

2 Our company has professional pet talents and an excellent team. Professional services can basically meet the needs of pets and owners, convenient, fast and convenient.

3 Our company offers 6 types of services: supplies sales, beauty, foster care and medical services, live sales, pet photography. The advantages of our services include: We learn from the development models of first-tier cities such as Beijing and Shanghai to adopt high-quality services. The difference is that we will return new and old customers with low prices and high-quality services and win a good reputation in the society. We also set up a professional customer service team, establish customer files, provide photo files for each pet, and regularly return by phone or visit.

4. We also have a location advantage. It is located in a place with developed transportation, a large population and a beautiful environment. Customers easily find our store.

Weaknesses: Weaknesses of the macro environment: 1. The pet industry is not standardized and lacks supervision and management. The disordered competition in the market, the disordered and unscientific breeding, the low level, the weak legal concept, the large number of pets, the small number of fine products, and the irregular management have seriously restricted the healthy development of the pet industry.

2 Domestic pet supplies companies are technologically backward, with irregular management and sales channels. The pet hospitals, pet supplies stores, and supermarkets on the market are occupied by foreign brands, and there are few domestic brands.

3 Lack of professionals: The education and training system of the corresponding practitioners has not yet been established.

Our company's weaknesses: Just started to start a business, only theoretical knowledge of management, no management experience. In addition, the source of funds is insufficient; equipment and technology are not complete enough, resulting in insufficient market competitiveness and small market share. The pet market also has a lot of pet supplies for sale, which is a great competitive force for us. Low investment, it is difficult to hire a high-level pet grooming stylist

Opportunity: 1 With the improvement of the breeding technology of the pet industry, the price of pets has decreased, and the number of people keeping pets has increased.

2. The improvement of spirit, culture, and living standard promotes the change of concept. With the diversification of residents' leisure, consumption and emotional sustenance methods, more and more pets are kept and treated as their partners.

3. The implementation of the family planning policy and the aging population have brought new opportunities for the development of pet-related industries. China has become the country with the largest number of elderly people in the world, and one of the fastest growing populations in the world. At the end of 2017, there were 241 million people aged 60 and over in the country, accounting for 17.3% of the total population. It is expected that by 2020, the number of people over 60 in China will reach 250 million, and there will be 17 elderly people out of every 100 people. An important way of elderly people's emotional sustenance.

4. According to the statistics of the Shijiazhuang Statistics Bureau, The total GDP of Shijiazhuang City in 2018 was 608.26 billion RMB. GDP per capita is 56,000 RMB. If a country's GDP per capita is between US\$3,000 and US\$8,000, the pet economy will develop rapidly. At present, the per capita GDP of Shijiazhuang has reached this level. Therefore, the pet industry has great potential for development in Shijiazhuang

5. The increase in residents' economic income has increased the level of Shijiazhuang citizens raising pets, and the demand for supporting professional and high-quality services has increased. According to the "Statistical Bulletin of Shijiazhuang National Economic and Social Development 2018" released by the Shijiazhuang Municipal Statistics Bureau, the annual per capita disposable income of residents is 26839 yuan, an increase of 8.9% over the previous year.

Threats: 1.The increase in the number of people investing in the pet industry in recent years has led to increased competition pressure

2. Some established pet supplies stores and pet apparel, pet grooming stores, etc. will be the main competitors.

3. With the government's regulations restricting urban dog breeding, it has caused some obstacles and restrictions to the pet industry.

4. Immature medical conditions lead to high medical costs

5. Maintaining the city's sanitary environment and protecting the health of the urban population (bacteria, diseases) has caused some residents' fear and aversion to pets to become a major resistance to the pet industry.

Marketing Plan

1. The marketing goal

Branded in 2019-2021, developed branches in Nanjing and surrounding areas.

2019: Established the first store; started product sales, officially operated

2020: Maintain business operations and sales of the first store; start to prepare for expansion; prepare for later development; further develop the market.

2021: In the first half of the year, we chose the address in Nanjing and surrounding areas to prepare for the opening of the branch; in the second half of the year, the branch opened.

Longer-term planning 2021-2025 five years to expand our services to the provincial market

2. Product Strategy

(1) Product differentiation strategy

According to different customers we will adopt different strategies. For each customer's specific requirements and conditions (such as customer's living conditions, purchasing ability, personal preference, family factors, etc.), we will recommend the most suitable product. For example, the elderly, because they don't have enough money, they only need pet food, so we will not sell pet clothes and toys that are very expensive for them.

For some customers with very good living conditions and sufficient funding sources, they may not consider the price factor. We will recommend some products that are suitable for them according to their preferences.

(2) Product brand strategy

A brand is a specific sign that identifies a product or business. It is actually the representative of the company or product in the mind of the consumer, distinguishing the product or company from other competitors. Good brands will establish a good image in front of customers and enhance competition, increased sales. Therefore, we will also attach great importance to the effectiveness of the brand in the development process and establish a good brand for ourselves. After the brand is established, we will carefully maintain it, and we must continue to enhance the brand characteristics to emphasize the differences from other brands. Moreover, the improvement of living standards has gradually shifted consumer demand from mass consumption to personalized consumption, and customized marketing and personalized services have become new demand hot-spots. We will grasp this trend.

(3) Product portfolio strategy

Product portfolio refers to the combination of all product lines and product items produced or operated by an enterprise. Products have the same process of growth from growth to decline, so companies can't just operate a single product. Our company is just beginning. We mainly sell pet supplies; we can offer our product portfolio to be sold together, mutual promotion.

Not only that but as we mature, we will invest in the pet decoration industry, as pet decoration has become more fashionable. We will combine all the products we operate together, promote, and sell each other.

3. Promotion strategies

3.1 Opening promotion

(1). Building decoration for decoration

Make a temporary advertisement. The content of the advertisement can be the brand image of the upcoming opening or a little disclosure of promotional information. Another way is to pull a banner that says "How many days are left for a certain store to open?" Customers' expectations and curiosity have created momentum for the upcoming opening.

In addition, making beautiful job ads is also a good opportunity to promote your brand.

(2). Use weekends to build momentum

The choice of opening time is very important. To attract as many customers as possible to create a sensational effect, it is generally better to open on Friday and Saturday, because people have the most shopping feeling in these two days.

(3). Use products to build momentum

The new store has opened, and every customer who comes in is a new customer for us. We want to bring a good shopping experience to our customers. Because of the good shopping experience, customers will choose us next time.

In addition, when customers buy the first product, they will greatly increase their desire to buy other products.

Therefore, it is necessary to prepare some cheap and good products that everyone can buy,

for example, some pet accessories, fun pet toys, and cheap pet food. Don't let customer come in with the hope and leave because he didn't find something he liked.

3.2 Holiday promotion

During the festival, the consumers' holiday consumption psychology is used to comprehensively use advertising, performances, on-site sales, and other marketing methods to conduct product and brand promotion activities, with the aim of increasing product sales and brand image. In terms of ownership, it is part of the overall marketing plan, not a short-term sales activity. For some holiday consumer products, the significance of holiday marketing is even more important.

Festivals are dynamic days and joyful days. They capture people's holiday consumption psychology, entertaining and enjoying sales, creating hot spots, and finally achieving holiday marketing. For different festivals, create different distinctive event themes, attract the most customers to their own stores, create a live atmosphere, and achieve the purpose of festival sales.

3.3 Customer

Target customers: The residential area is around the store, and the residential area is middle and high quality residential. In order to expand our sales in this particular market and to reduce the cost of our sales expenses as much as possible, we choose "Specific Areas, Super Intensive Promotion". Based on the customer's perception of us, we divided two group to design the promotion plan. One part is a new customer; the other part is an old customer.

(1) Membership card promotion

Promotion for new customers: 10% discount for all purchases; all old customers who spend more than 2000 RMB can apply for a VIP card for free and enjoy a 30% discount.

Provide a courtesy telephone return visit tracking service for registered customers (customer

files)-increase favorability and promote secondary purchase opportunities

Tracking services for new projects and product service effects. The purpose of the service is to allow consumers to feel the care of the corporate brand and focus on the direction of product development.

(2) Establish a comprehensive "Customer File Management"

Establish a systematic and guided management plan. When doing activities in a certain area, consumers can enjoy your products while also knowing clearly that this pet shop not only has good product quality but also learns something Relevant pet knowledge and a good service environment, so thinking about what consumers want and what consumers need is the key to follow-up service for pet stores

Establishing a customer profile can expand the number of customers for pet stores, thereby stabilizing the customer base, improving sales performance, increasing daily turnover, rationally arranging employee performance goals based on basic information, better digging customer purchase needs based on customer information, and increasing Each customer's purchase quota reduces sales pressure and increases employee sales performance.

"Customer File Management" performs all aspects of file registration based on customer purchases and brands. In order to strengthen consumers' loyalty and love for pet store products, corresponding reward sharing promotion activities can also be conducted, as follows:

<1> According to the "Customer File Management", customers who have purchased more than 300 RMB at the current time can become members of this store and will receive a birthday gift provided by our store on their birthday.

<2> Customers who spend over 2,000 RMB can become VIP members, and can participate in a monthly raffle and a birthday gift.

<3> "Customer File Management" VIP members can participate in the points exchange activity, the points are 1 RMB and 1 point. The accumulation of points starts from the second consumption after the customer becomes a member.

4. Advertising strategy

Advertising becomes a channel for users to acquire product information.

4.1 Internet advertising

We choose the Internet as the main propaganda method of our pet store, and the cost of online promotion is low. However, the spread of the Internet is relatively wide, and it is also very good for the promotion of our stores. It is suitable for our small company that just started a business. Our company can achieve our publicity effect by the website construction or by creating advertisements to join well-known websites.

At the same time, with social networks, such as SINA WEIBO (like Facebook), TikTok app, DOUBAN (like Instagram), etc., write posts on the forum, stick pictures, play video videos, etc. to expand the popularity. You can also broadcast our store on the live broadcast platform, such as DOUYU Live, HUYA Live (like twitch live).

4.2 Magazine media

In the choice of advertising media, we first choose magazine media. The magazine is different from television and newspapers, its timeliness longer, and repeat look, therefore, is our preferred fashion magazine media. In the magazine media, we chose the magazine name "Pet Life". The "Pet Life" is a full-color large-scale fashion pet journal created by the China Light Industry Press Periodical Group. It is a fashionable, professional and high-quality professional pet magazine. It has a large circulation and wide coverage. Throughout the country, this magazine also has a high reputation and reading volume. So we chose this magazine to advertise.

4.3 Outdoor Advertising

We also make large print ads on our outdoor or building facades. Outdoor and exterior advertising is also a good way to increase visibility. There are countless people walking on the streets every day, so there are more advertising audiences. And the eye-catching large-scale print ads usually catch people's attention. Through this kind of advertising, people outside the target consumer group can pay attention to us and cultivate potential consumers.

5. Special reading book

In order to form our own unique style and communicate well with our customers, we decided to print and present our monthly magazine. Use internal resources to integrate a pet magazine with services, ideas, new products, new services, and new research findings. The monthly magazine will provide some common knowledge of pet support, pet grooming and pet habits, and appropriately publish some of our customers' evaluations and suggestions to better communicate with customers. The monthly content also includes the progress of the member activities and other public relations activities and the display of pictures, so as to promote the relationship between customers and our stores and form a sense of belonging. This month's issue will be free to customers at the end of each month.

6. Characteristic business strategy

We create a photo wall that will take cute photos of pets that are fostered in the company, bind them to a specific wall, display them as pets, and give the pet owners a platform to communicate with each other and show off the charm of their pets.

At the same time making pet videos, this has the same effect as the photo wall. The customer in other cities or at work or not around the pet can use the video we took for the pet to understand the current situation of the pet. To satisfy the feelings of their missing pets.

Create a company web-page

The establishment of the company website is necessary. We will provide some pet information, online ordering, customer message, etc. online.

7. Price Strategy

Price is the most sensitive topic for consumers to buy goods. People always want to spend the least amount of merchandise. Therefore, you can use people's shopping minds to make flexible changes in prices to win the favor of consumers.

In this increasingly competitive market, maintaining a price advantage is the most direct way to win. First of all, we must start from the source of the channel, reduce intermediate links, purchase directly in large quantities, and strive for manufacturers' benefits and concessions. In short, do everything possible to reduce costs. Under this premise, adopt a flexible price strategy to attract consumers to buy.

Our pet store is a newly opened store, So there is no big money flow, Because we don't have a strong financial investment. So we will not lower the sales price very low, But we will never set a price higher than the market price, and ensure that the price is definitely fair. When we have passed the initial stage and accumulated a certain amount of strength, we can take specific price promotions, such as appropriately reducing the price of pet supplies. By fully finding relevant information online and visiting multiple physical pet stores, we decided to adopt the following price plan:

Project	Small	Medium	Large
Bathing	30 RMB	50 RMB	80 RMB
Beauty	60 RMB	80 RMB	100 RMB
Foster care	30 RMB	50 RMB	60 RMB
Wash ear	20 RMB	20 RMB	20 RMB
Face repair	40 RMB	40 RMB	40 RMB
Cutting nails	20 RMB	20 RMB	20 RMB

Washing tears	50 RMB	50 RMB	50 RMB
Wrapping	200 RMB	200 RMB	200 RMB
Manicure	50 RMB	50 RMB	50 RMB
dyeing	70 RMB	70 RMB	70 RMB

Remarks: 1. Prices will change according to special circumstances
2. Pets are sent for 24 hours without receiving will transfer foster care. We will charge the fee according to the foster care fee.
3, if the pet is particularly aggressive. We refuse service

Company operation

1. Site selection

Store address determines 50% of the success or failure of the store business, so the location of the pet store is very important.

Our store relies on these 9 elements in the location selection

(1) Regional culture

Whether it is urban, urban, or rural, each area has a cultural accumulation of breeding animals. Especially for pets, there may be differences in the degree of cultural recognition in each area. For example, opening a pet store in a large city is generally not a problem for profit, but if you open a store in some small cities or towns, the risk of profit will increase.

It is a good choice to choose the address in a dense park. Pet owners, for their physical and mental health, or to show their pets, will inevitably take their pets out for a walk, and parks or more open areas will become the first choice for pets.

The second option is to set up in areas and locations near large supermarkets. Because the pace of life of modern people is constantly accelerating, supermarket shopping has become one of the most common leisure and recreational activities in people's daily lives, and it has

become increasingly convenient and fast. The best way to buy daily necessities. At present, the supply of pet products provided by supermarkets is relatively single and scarce, and most of them are limited to cat and dog supplies. Therefore, opening a distinctive pet shop near the supermarket can fully utilize its effective passenger flow and reduce the risk of insufficient customer sources.

The third option is to have a large enough community around. The pet shop itself is a community business, so the surrounding community must be large enough and enough residents to ensure the base of pet breeders.

Pet stores must be easily parked at the entrance. Many people now drive take pets to come for beauty treatments. If it is not convenient to park in front of the door, it will automatically lose a lot of customers.

Based on the above factors we have chosen the address as (NO.8 Foxin Bridge Yuhua District Shijiazhuang). it is in the southwest of the city.



We chose this address because it is close to Shijiazhuang's largest park (Century Park) and 2 smaller parks. There is also a well-known comprehensive supermarket (Wanda shopping mall) around it. There are 5 residential areas around here.

(2) Regional climate

For pets, differences in regional climate will also have a huge impact on pet consumption. The taste preferences and choices of pets during eating will change according to the pressure and temperature of the area. Therefore, the products selected for opening a pet store should take into account the impact of these factors.

The city has a continental, monsoon-influenced semi-arid climate, characterized by hot, humid summers due to the East Asian monsoon, and generally cold, windy, very dry winters that reflect the influence of the Siberian anticyclone. Spring can see sandstorms blowing in from the Mongolian steppe, accompanied by rapidly warming, but generally dry, conditions. Autumn is similar to spring in temperature and lack of rainfall. January averages -2.3°C (27.9°F), while July averages 26.8°C (80.2°F); the annual mean is 13.38°C (56.1°F). With the monthly percent possible sunshine ranging from 45 percent in July to 61 percent in May, the city receives 2,427 hours of sunshine annually. More than half of the annual rainfall occurs in July and August alone. The climate is clear, so we can sell most pets. (This paragraph is based on Wikipedia's introduction to Shijiazhuang)

(3) Tax policy

When applying for a pet shop to open, monthly taxes are essential. Knowing the tax policy of pet supplies stores, we can further calculate the difference between the expected sales of pet stores and the cost. This difference is the profit part we are very concerned about.

In Shijiazhuang open pet shop we need to pay 1. Pay 4% value-added tax for sales of goods and 5% business tax for providing services. 2. At the same time, pay the urban construction tax based on the sum of the value-added tax and business tax paid. 3. There is a personal income tax of about 2%. 4. If the monthly income is less than 5,000 yuan, it is exempt from value-added tax or business tax and urban construction tax. Because it is exempt from tax, it is very beneficial for us to open a pet store here. (Refer to the individual merchant tax

standards issued by the Shijiazhuang Taxation Bureau)

(4) consumer group

Pet stores need a stable consumer group. This consumer group may include retired seniors, fashionable women, children who like small animals and etc. This group must remain stable and recognize the products and ideas of the store (of course, this needs to be continuously exerted in the business strategy). In this way, it is possible to ensure that the sales channels of goods are always smooth. I have analyzed in the market analysis, the main consumer groups. This place we choose is the overwhelming majority of the crowd.

(5) Place size

The size of the establishment is determined by the characteristics of the pet shop to be opened. If you want to open a pet store with a full range of products, the area of the store should be more than 40 square meters. If a service store such as pet hosting and grooming is opened, the area requirements will be relatively high. The spacious and comfortable store environment will leave a good impression on pet owners, allowing them to hand in pets to the store with confidence. Because we are a comprehensive pet store with multiple services. So we decided that the area of our store was 100 square meters.

(6) Premises cost

Place costs can be divided into two types, namely, formed costs and unformed costs. Formative costs are those costs that are easily distinguishable and can be accurately measured, including hydropower, labor, raw materials, taxes, depreciation charges, and other costs that can be distinguished by the accounting or management department. The intangible principle is not easy to quantify, including the level of public transportation facilities, the degree of residents' attention to pet stores, the quality and attitude of employees, and even the quality of life and environment of surrounding residents. Such as climate, because these will affect the

physical fitness of the individual.

Basic price of commercial water: 2.80 Surcharge: 0.20 Sewage treatment fee: 0.62 South-to-North Water Transfer Fund: 0.33 Total: 3.95. Commercial electricity consumption is basically around 1 RMB.

According to the data of Hebei Provincial Statistics Bureau the average salary in Shijiazhuang in 2018 was 66,512 RMB. Compared with Beijing and other big cities, Shijiazhuang's per capita salary is lower.

(7) Business hour

It is very important to have a stable pet consumer group, but it is also important that the most concentrated time of this stable consumer group is consistent with the store opening hours. Therefore, when choosing a site, the business hours should be reasonably determined according to the consumption of the pet market. Whether this opening time is consistent with some local restrictive policies is also a question that should be paid attention to.

Because we are close to parks and big supermarkets, there are consumer groups from Monday to Sunday. So we can be open from Monday to Sunday.

(8) Surrounding competition

If there are no other pet stores around the store, it may indicate that residents in the area where the store is located do not value pet consumption.

If there is more than one pet store, although there will be various competitions, at least there are opportunities for competition. Implementing differentiated marketing strategies and highlighting the operating characteristics of your pet store may gain more advantages in the fierce market competition.

According to our survey, there are also two pet stores here, one for pet food sales and one for pet chain stores.

(9) Hydropower network and other facilities

The last issue that needs attention is whether the leased shops are within the reach of the infrastructure of the hydropower network, and whether there are still flaws in the hardware facilities and services, such as the laying of water pipes, restrictions on voltage, and whether Situations such as networking have been provided.

With the deployment of 5G networks, the network speed is fast. And the surrounding facilities are complete.

2. Store layout

First of all, we have to design a relatively new and attractive logo for ourselves. From the pet dog or cat cute, cartoon image to design the brand's logo, the most recognizable.

For example the logo likes this



© CanStockPhoto.com - csp53061300

Bright, vibrant brand color, reflecting the pet's cuteness and enjoyment.



The staff close

Regarding the design of the store, we think that the design of Bone-pet-treat is very cool. We decided to learn their design inspiration (not plagiarism)



3. How do we purchase goods and pets

Pet Toy Selection

Pet toys are important for pets, but their safety cannot be ignored. When choosing pet toys, we choose brands with quality assurance and a good reputation. At the same time, the diversity of pet toys is also considered. Diversity includes both differences in its external form (such as objects of different shapes (such as rods and spheres), as well as different sizes (such as sizes), length and width, etc.) as well as functions and functions. Material differences (for example, some pet turtle toys are made of harder wood and will not be destroyed by them, so they are safer for pets; we choose pet toys with higher safety as the main inspection objects. Pets of different sizes The toy is suitable for different types of pets. If the size of the toy is too large, it may cause fear.

Take pet bird toy as an example:1) Bird's toy-rope. The rope is a very safe toy for the birds, but the shorter the rope, the better, and the material cannot be stretched and lengthened with the frequency and time of use, because the rope will entangle the birds In the extra rope. In addition, rope toys must be made of natural fiber materials. Rope toys made of plastic and synthetic fibers may harm the bird's digestive system.2) The bird's toy-wood. Wood is also a good toy material for birds, but because they can bite wood toys, we choose toys dyed with 'natural substances such as vegetables and fruits to keep the birds healthy.3) We don't buy plastic toys. Many people think that plastic toys are suitable for small birds. However, when a bird bites a plastic toy, plastic fragments or sharp edges may puncture the bird's throat or Scratch the bird's body.

Choice of pet rations

Let's take cat food as an example. Cat food can be roughly divided into three types: dry, canned and semi-cooked. Dry food is a comprehensive nutritional food containing essential nutrients. Just add water to this food, you can taste the taste of beef, chicken, fish and so on. This food can exercise your pet's gums and is cheap and easy to keep. Therefore, we have purchased more of these products. Canned foods made from high-quality ingredients such as shrimp and fish are so diverse and delicious that they are more popular with cats than dry foods. But they do not contain all the nutrients needed for cats to grow, so sex foods have a

better mixed consumption effect: canned foods are easy to store for a long time. We also buy a lot of this food. Semi-cooked food is between dry food and canned food, suitable for older cats. Therefore, we did not purchase in large quantities. For foods such as cat food imported from abroad, we will mark Chinese packaging on the outer packaging with Chinese marks when selling, to help customers better choose products.

Purchase of pet live

Let 's take a pet dog as an example:

1. The eyes should be clear and bright, and there should be no blue or white membranes, and there should be no abnormal secretions, such as too much shit and tears.
2. Keep your nose moist and cool, not dry, hot, or snotty.
3. The puppies have pink tongues and gums, no odor in the mouth, and white and neat teeth.
4. The ear canal is clean, no secretions, no odor, the left and right ears have the same temperature and keep cool.
5. The limb pads are warm and soft, and cannot be hot, dry, or hard
6. Observe the anus of a dog. The anus of a healthy dog should be clean and free of swelling, and the fur around the hilar should be clean and free of dirt.
7. Look at the whole body of fur to make sure there are no parasites and no large areas of hair removal.
8. Good mental condition, active and flexible limbs
9. Pick puppies that have been vaccinated

10. Do not choose puppies with too few births (40 days).

Our purchase channels

1. Directly contact a reliable pet product manufacturer
2. Contact a Reputable Pet Supplies Wholesaler
3. Participate in authoritative pet and supplies exhibitions, and look for cooperative businesses and companies at the show
4. Frequently visit pet websites or web-pages, read pet books and magazines, and learn about industry trends to get information about pets and pet supplies.

4 Interior layout

There are many kinds of pet products and their shapes are different. Taking into account the specific conditions of the product's grade, target customers, store size, spatial pattern, and marketing strategies, the various display objects will be very different. But if you can highlight the characteristics and advantages of the products, create a good atmosphere, and fully display the image, you can better attract customers and promote sales.

Our store's pet product display follows the following 3 principles

1. Highlight the characteristics of core or key commodities. For example, the best-selling pet products, new pet products, distinctive pet products, and pet products that are being promoted should be displayed differently from other products to give people a strong visual experience.

2. Highlight the brand. The logo is clear, the advertisement is proactive and eye-catching, and it is easy to understand and remember.

3. Make full use of lighting, background, props and other modeling methods and tools. Accurately and effectively represent and highlight the theme of the display, making people at a glance and comfortable.

While following the above principles, we have divided the use of display into different characteristics.

1. Serialized display applications. That is, through careful selection, induction, and organization, certain commodities are displayed together in accordance with the principle of serialization. For example, pet products with the same function and style but different styles; Pet products of the same material and type and different colors, under the same brand, in different categories; The characteristic is: Through the combination of products that are different and similar, customers get a comprehensive and systematic impression.

2. Comparative display application; In the color, texture and type of pet products, or in the use of design composition, lighting, decoration, props, showcases, booths, the use of contrasting design, to form a contrast between the exhibits, to achieve the main, subordinate, and mutually reinforcing Demonstrate effects to highlight major products such as new, unique, promotional or patented products. The characteristics are: strong contrast, prominent center, and obvious visual effects, which greatly enhances the expressiveness and appeal of the displayed products.

3. Repeat display The same merchandise, pet toys, pet food display subjects or logos, advertisements, etc., appear repeatedly within a certain range or on different display surfaces. Through repeated emphasis and suggestive means, customers' visual perception of goods or brands is enhanced. The characteristics are: make customers receive repeated visual impacts, which in turn enhances the feeling and impression many times, and has the suggestion that

"the product is the only choice", which can make customers leave a very deep impression.

4. Hierarchical display application. Different products of the same selling point, different products of the same brand, and different consumer needs, according to a certain classification method, are arranged in layers and layers, so that customers can quickly determine their purchase goals and make selections and purchases quickly and easily. The characteristics are: clear classification, distinct primary and secondary, prominent logo, can attract different types of customers, facilitate comparison and selection of customers, and easily create a warm atmosphere.



5. customer service

1) Visual

Pet shops show "visual merchandising" to customers. From the appearance of pet shops, customers can see clean and bright doors, spotless glass windows, clean and clean facilities, equipment, etc .; from pet shop employees You can see uniform, tidy and standardized service personnel; from the pet shop products, customers can see products with unique and colorful display.

2) Smell

Pet store odors will affect the atmosphere, and the odor on animals should be minimized to attract customers to stay

Service etiquette

1) Appearance

Employees should maintain dignified, generous hairstyles, clean, refreshing faces, uniform, clean, fitted uniforms, etc. to make customers feel pleasing

2) Conduct

Standardize the standing, sitting, and walking postures of employees, regulate the actions and behaviors of employees when they are in contact with customers, standardize the courtesy of employees, and show customers the excellent image of chain stores.

3) courtesy to customer

Employees should say "Welcome" when the customer is beyond the gate and is about to enter. It should be smiling, friendly and polite, the voice should be crisp, and the speed of speaking should be moderate. Regardless of whether or not a customer purchases, they should enthusiastically send and express "Thank you for visiting." When the customer enters, the clerk should take the initiative to receive. Be patient with customers.

Organization and human resources planning

1. Business owner form and organizational model

The company is a General partnership. The investor's capital contribution method is the

currency, and the investor's profit and loss to the enterprise are distributed and shared according to the actual capital contribution of the investor. Business ownership is owned by all partners, and the withdrawal, transfer or absorption of new partners must be unanimously agreed by all partners.

In the early stage of the enterprise, the organizational model of the linear functional structure was adopted, and all partners jointly performed the partnership affairs. The ownership of the enterprise is separated from the management right, and the general manager's responsibility system is implemented.

2. Job responsibilities

2.1 Decision-making department

Board of Directors (composed of all partners)

The board of directors is responsible for formulating the company's development strategy;

Check the company's financial status;

Supervise management personnel in violation of laws, regulations and company rules and regulations when performing their duties;

Other powers provided by the company.

2.2 General Manager Duties

The general manager should maintain the store's serious and responsible, sincere dedication, solid performance within the company's good sales performance, strictly control the loss of the store; review the store budget and in-store expenses, reasonable control of personnel costs, and maintain the high efficiency of employee work;

2.3 Financial job responsibilities

The accounting staff should responsible for the management of cash, cheques, and tickets in the store;

The accounting staff should handling the cash withdrawal works in the store;

The accounting staff should record and analyze daily bank receipts and accounts;
The accounting staff should assist in collecting and budgeting and budget control;
The accounting staff should organize information on sales and purchase management, and report on abnormalities;
The accounting staff should be responsible for the production of income and expenditure statements, tax returns and financial information archives;
The accounting staff should be responsible for the control of the use of fresh working capital

2.4 Customer service duties

The customer service staff should pay attention to the courtesy of the company and provide the company with a good external image;
The customer service staff should maintain good service order and provide quality customer service;
The customer service staff should provide a variety of pet information, can communicate with pets, customers.
The customer service staff should do a good job in customer complaints and reception work
The customer service staff should do a good job recruitment and visits of members
The customer service staff should do a good job in the reception of pet dogs and dog food sales
The customer service staff should be responsible for arranging the training of professional pet groomers and the performance evaluation of employees

2.5 Purchasing job responsibilities

The purchasing staff prepare procurement plans for materials, office supplies, work clothes, etc. according to the item plan required by the pet store;
The purchasing staff promptly arrange purchases in a timely manner based on inventory and sales;
The purchasing staff strictly control the quality of orders and purchases, and resolutely resist counterfeit and shoddy products into the store; "pets" as the center to ensure the health of pets

3 Company management system

3.1 Contract seal use management system

The special seal of the contract shall be kept by the Ministry of Finance. Any department or personnel shall not borrow or substitute the seal of the contract. The consequences of violation of the regulations shall be the responsibility of the seal custodian; if it is lost, it shall be reported and dealt with in a timely manner.

Any contract negotiated within the scope of authorization may be established with the consent of the general manager. After being examined and signed by the legal representative or legal representative, it shall be stamped in the Finance Department and registered in strict accordance with the registration procedures. Without the approval of the general manager, there shall be no legal representative or legal representative to review, sign or blank contract, and the contract shall not be stamped with a special seal, otherwise, the party shall bear all economic losses and be investigated for criminal responsibility. Anyone who privately stamps a special seal of a contract or uses a special seal of a contract to engage in malpractices is severely punished

3.2 Financial seal, Seal of Legal representative management system

The financial seal and the Seal of Legal representative shall be kept and used by the financial controller

No one may use any excuse to affix a financial seal and the Seal of Legal representative to the blank.

You must not stamp cash or bank receipts (payments) on the blanks. Once found, severely punish and bear economic losses.

3.3 Financial staff daily work rules

Specific requirements: (Billing principle) the summary is concise, the writing is neat, the loan

balance is balanced, and the attachment signature is complete.

The legality of the original documents, when collecting and paying business, the original documents should be carefully reviewed, so that the bills are legal, the seals are complete, and the nature of the business is consistent.

The compliance of the original documents, the original documents must be signed by the person in charge and the person in charge of the unit, the formalities are complete.

The correctness of the original documents, the written words in the columns are clear, correct, the calculation is correct, and the capitalization amount is consistent. Documents that are not in compliance with the law should be refused.

The contents of the accounting voucher are fully filled, and the summary, amount and original voucher are to be matched.

(Accounting):1). The accounting voucher after the audit number can be recorded.

2) . The material account needs to be accounted for by the attached file, and may not be aggregated.

3) Accounts, fees, materials, etc. should be reconciled with relevant units and departments in a timely manner, and problems should be found in a timely manner and must not be dragged down. At the end of each month, the detailed accounts are actively reconciled with the general ledger, and the accounts must be matched.

(General ledger and other): 1). Review the current accounting vouchers, ensure the authenticity of the vouchers, summarize the accounting vouchers on time and register the general ledgers in a timely manner.

2) . At the end of each month, the organization reconciles with the detailed accounts to ensure the balance of payments, the accounts are consistent, and the problems are promptly organized to check the relevant personnel.

3) Timely, accurate and efficient completion of the daily financial settlement and accounting business. Carefully prepare and strictly implement financial plans, conduct financial analysis in advance and on a regular basis, and abide by various financial revenue and expenditure systems. Regularly check and analyze the implementation of the financial plan budget, explore the potential of increasing revenue and reduce expenditure, regularly participate in the pet inventory of pet stores, do a good job of asset preservation and value-added and reuse of idle assets.

4 Company attendance management system

Purpose: To clarify attendance discipline, ensure normal working order, truthfully record employee attendance, and provide evidence for effective employee evaluation.

Scope of application: all employees

Working hours: Normal working hours are Monday to Sunday 8:00 am - 12:00, 13:00 - 17:30

Implement a rotation.

5 Company employee code of conduct

Job standard

Follow the working hours. For late arrivals and leave, you must notify in advance, and you must contact by phone when you are too late. Don't leave your position casually at work.

Image standard

The dress is uniform, neat and decent, and must wear overalls when going to work.

The spirit is full of concentration, no fatigue, depression, and dissatisfaction.

6 safe and healthy environment

Safe working environment

Improve the safety of keeping pets and develop emergency management capabilities to deal with pet accidents and accidents.

The equipment and facilities used, and provide a safe environment for pets.

Health environment

Develop good hygiene habits, do not spit, do not litter paper, debris, regularly clean up pet fostering places to prevent the spread of bacteria.

All the items in the workplace are classified as necessary and unnecessary, and the necessary items are managed according to the regulations and are not necessary to be removed.

7 Recruitment system

As it is a newly developed enterprise, the company is recruited by external recruitment at the beginning, and the main selection method is:

1 Advertising Recruitment through newspapers, magazines, radio and television, websites, etc., due to the wide influence of advertising recruitment information, can attract more candidates.

2 Recruiting new graduates from university campuses. The joining of new graduates of the campus will inject new vitality into the enterprise. However, as the enterprise is in the early stage of development, we will choose the outstanding people with great potential to focus on training.

3. Job fair: A large number of candidate information can be directly obtained, saving costs and shortening the recruitment cycle

4. Agency recruitment. With these organizations, companies and job seekers can directly access information from a large number of candidates, as well as disseminate their own information.

5. Online recruitment. The scope of dissemination is wide, the speed is fast, the cost is low, and the supply and demand sides have a large choice, and are not restricted by time and place. When the company develops to a certain scale, it can choose internal recruitment, select the best talents in a competitive manner, and maintain the internal stability of the enterprise.

Personnel screening and evaluation

Through the interview method, through formal conversations between the two parties, to understand the candidate's business knowledge, water assessment, work experience, language skills, responsiveness, etc., to select people with outstanding performance to enter the enterprise.

Training system: Focus on the internal training of the company. I hope that while the company is developing, the individual employees can also grow accordingly. For employees who lack experience or experience, the company trains employees and creates excellent talents.

(1) Since it is a new company, it is necessary to train employees on company introduction, business philosophy, safety education, and rules and regulations. The time can be arranged within one week.

(2) Training for knowledge and professional skills for different positions, scheduling training according to the ranks of the ranks, and training and developing management backbones, especially middle and upper management personnel, from top to bottom, to strengthen leadership qualities. Then train grassroots employees.

8. Employees have violated the rules at work.

If the employee resigns in advance, he/she must compensate the company according to the corresponding terms, so as to avoid the sudden departure of the employee and affect the company's operation. After the contract expires, if the renewal is required, the contract should be renewed one month in advance to prevent the loss caused by the employee leaving. The employee's work mistakes caused the company's operations to suffer losses. If the company causes economic losses to the company due to the unilateral mistakes of the employees during the work, the employees shall bear the responsibility.

9. Pet management

Puppy care and management

1. If the puppy keeps barking

Puppies who have just left their parents and siblings feel scared and lonely, and the barking is a dog's nature. Prepare plenty of food, a clean and warm and comfortable nest or mat, and put some regular sounds such as hot water bottles or alarm clocks to reduce its fear.

2. Dog feeding

Eat less and eat more is the most basic principle.

45 days-3 months old, four meals a day (morning, middle, evening, before bedtime), 3 months old-6 months old, three meals a day, after 6 months old can be changed to two meals a day (morning, evening). Dog food should be soaked in water and fed before the age of three months old.

3. Dog vaccination and deworming

42 days after birth, vaccination

60 days after birth, second vaccine

78 days after birth, the third vaccine

90 days after birth, fourth vaccine

If the dog is sick, vaccination is absolutely prohibited. These vaccines are all attenuated

vaccines and may cause short-term discomfort and fever in dogs. If the dog has a short-term fever, this is normal. If you have a long-term fever, you need to be treated by a doctor.

Deworming, once a month, until the dog is half a year old, once every six months after adulthood, once every six months after adulthood

4. Bathe dog

Puppies under half-year-old do not wash with water to prevent a decrease in immunity.

Never take a bath until immunization is complete. Because if bathe the dog, the dog catches cold, it will cause a lot of virus attacks and make the dog sick. It can be wiped. Short-haired dogs can be wiped with a damp towel and then dried; long-haired dogs can be cleaned by dry cleaning. If your dog gets wet accidentally, be sure to wipe it dry immediately, and avoid blowing air conditioners and fans. The first bath should be taken 10 days after the complete immunization, because the vaccine will not reach its best protection after 10 days.

Do not bathe dogs with human toiletries. Human and dog skins have completely opposite acid pH values, and the skin structure is also quite different. Dog skin is much more fragile than human skin. Choosing a suitable bath can ensure skin health and prevent skin diseases. The frequency of bathing should not be too frequent. Generally, 3 times a month in summer and 2 times a month in other seasons are sufficient.

Cat care and management

Cats are treated in a similar way to dogs, but there are many differences.

1. Feeding method and frequency

Newborn kittens rely on breast milk for nutrition before they reach one month of age. After one month of age, they can start feeding some high-nutrition dry cat food and canned food.

Without the mother, must feed the kittens milk powder instead of breast milk. Young cats under one week should be fed every 4 hours, while young cats older than 2 weeks can be fed at longer intervals and fed every 6 hours.

Kittens of 1-6 months have to eat at least three meals a day, and can be reduced to 2 meals a day after 6 months. Cats before the age of 1 eat kitten food, which must be changed to cat food after the age of one. Because adult cats no longer need a lot of heat and nutrients in kitten food, if it continues to eat kitten food, it will cause cats to become over-nourished and cause obesity.

2. Cat vaccination

Distemper vaccine: Three to four months old cats need two injections. Four weeks apart. For cats over four months old, the injections are given once a year, and then once a year.

Reproductive physiology of pets and corresponding precautions

1. Cat estrus

The estrus of a cat is mainly related to the season and weight. Usually, the first estrus of a kitten is mainly when the weight reaches 2-3 kg.

Dogs are not seasonal breeding animals, but are in estrus after a certain time interval (average 8 months). Different breeds, different geographical locations and environments, the estrus time of dogs is also different. Normal dogs estrus 2 times a year, and most female dogs estrus once in March to May, and can estrus again in September to November in autumn.

2. Cat mating

1) Mating age

The general mating age is between one and five years of age, and the best mating age is 1-3.

2) mating objects

It is best to mate with the same breed, but avoid inbreeding. Varieties are too large, may be infertile or the fetus is too large, and increase the probability of dystocia.

3) Cat deworming and immunity

Deworming should usually be performed one week before mating.

The entire immunization program should end before mating

4) Cat pregnancy

The average gestation period of female dogs is 58-63 days and that of female cats is 63-66 days.

5) Cat childbirth

In general, it is done by the dog and cat.

What do we need to prepare

1) Use a clean paper box or wooden box, and draw a round hole on the side to allow only pregnant dogs and cats to come in and out freely, and make an opening on the top for observation. Spread clean newspapers and towels in the box. Put the box at the quiet place and pay attention to the warm measures in autumn and winter.

2) Pay attention to hygiene. Can be used to wipe the whole body of dogs and cats with a wet towel.

3) can give dog and cat sugar water or milk replenish their physical strength while dogs and cats in during childbirth.

4). After childbirth, the tails of dogs and cats can be properly cleaned, and dogs, cats and pups can be moved to a soft cotton litter bed to keep them dry and warm.

Risk assessment

1. Risk identification and prevention

Any company's operations are at risk. The special service nature of the pet industry is to serve pets rather than humans. Therefore, in addition to considering the generality of risks, we must combine the characteristics of the industry and consider the risks of industry specificity.

Policy and regulatory risk

In the course of our operations, the state's policies on the pet market are subject to change, which brings us policy risks. In order to strengthen the management of dogs in urban and suburban towns, strictly prevent and control rabies, maintain a clean and tidy city, and maintain social order, the State has formulated the "Opinions of the General Office of the State Council on the Ministry of Health, Agriculture, Animal Husbandry and Fisheries, and the Ministry of Public Security on Strengthening the Prevention and Control of Rabies". Notices and the "shijiazhuang City Appearance and Environmental Sanitation Management Punishment Measures" and other relevant provisions. One of the excerpts of this plan is as follows: the second urban area, suburban towns, stations, docks, ports, airports, parks, scenic spots, hotels, restaurants, hotels, guest houses, public baths, and other areas located in urban areas and suburban towns. Dogs are not allowed in public places such as barber shops, theaters, dance halls, gymnasiums, swimming pools, and exhibition halls. In addition, the current limited-up policy has imposed a number of dog breeds that are restricted and generally restricted, which has brought a lot of shock to the pet industry.

As entrepreneurs, we should take the initiative to understand the country's policy orientation and policy information of some departments, grasp the policy development or direction of change as much as possible, and have a certain legal basis, timely grasp the pet-related laws and regulations, and ensure that they are timely customers. Legal rights.

Market environmental risk

Today, China is a market economy, and the market is unpredictable. Therefore, changes in the market environment, such as changes in the international or domestic market environment and intensified competition in the industry, will also bring risks to our operations and development. The pet grooming industry is subject to fluctuations in many related industries, such as pet supplies, pet feed, and beauty equipment. The price changes in these industries will also cause price changes in the pet grooming industry. At the same time, the store faces the risk of competition in the same industry. Although a lot of investigations have been done on the market and it is determined that the location of the store is profitable, there are inevitably

many other industry competition risks. If other stores are also in this area, and we use the same means of operation, this will be a big competitive challenge. For the risk of price fluctuations in related industries, we can adopt a process of establishing a wide range of supplier trading channels, expand our own selectivity, and reduce our bargaining power. We will try our best to minimize costs and at the same time carry out specialized and specialized quality services to reduce the impact of the replacement on my store. In this regard, we are better to strengthen the investigation and forecast of the market, strengthen the analysis of competitors, and strive to enhance market competitiveness. By adopting timely updates of goods and facilities, and introducing new equipment and adding new business activities as the business grows, to ensure the customer's interest in our company, a number of preferential measures are adopted for the fixed members who are the key to the company's profitability. Add new customers while living with old customers. In the middle and late stages of the operation of the store, appropriate creative extensions can be carried out, such as dog health check, dog restaurant, dog medicine bath, animal supplies super business, beauty shaping, beauty accessories rental and other unique service items, fully tap their own uniqueness, do Differentiate to attract a stable customer base.

Management risk

This risk is one of the risks we will encounter. In the process of business, we are faced with the risk of leaders' decision-making mistakes, work management mistakes, and increased work and operation costs, which will adversely affect the development of our store.

Specifically: the risk of unreasonable product mix, non-differentiated products have the risk of sales performance without sales profit; the backlog of goods, the risk of increased inventory; the lack of management experience, the pet store management does not have strong professionalism, The operating standards are difficult to standardize and face the risk of loss of customers caused by improper management.

In this regard, we should establish a strict and efficient management system, formulate

standardized management systems and measures, and apply effective risk prevention measures to achieve the interests of managers, employees, and the overall interests of a company. To avoid risks and reduce losses.

The specific measures are as follows: Pursuing the charm of goods, ensuring the quality of goods, checking the source of goods, updating the types of goods in a timely manner, ensuring the most comprehensive supply of goods; reducing the risk of excessive inventory through a small number of multi-batch purchases and early booking by users; In the initial stage of opening a store, we should learn from the industry leaders about management, management and commodity operation experience, and improve ourselves better. After gradually getting into the right track, we should form our own management model and standardize and regulate it. Form your own characteristics to better enhance our brand image.

Financial risk

Financial risk refers to the possibility that a company will suffer losses due to the uncertainty of its financial situation. Financial risk is a risk that any enterprise may have. When we are in the process of operation, there may be insufficient funds, difficult capital turnover, loopholes in financial management, and the dilemma of “triangular debt”, which will make our store's development difficult.

Establish risk awareness and establish effective risk prevention and treatment mechanisms. Adhere to the principle of prudence and establish a risk fund, that is, establish a special reserve to prevent risk losses before risks occur.

Establish a monitoring system for the use of corporate funds. Determine the funds invested by the owner and the funds borrowed are used rationally; avoid investment risks as much as possible when making investment risk decisions.

Specific risk

The pet shop management is different from the general service industry. The candidates need to have professional pet care, beauty, and other related knowledge. The level of employee service and operational proficiency directly affects the pricing of the service, customer satisfaction, and the company's Management level and profitability. Therefore, it is particularly important to conduct standardized and specialized technical training and learning. The store provides specialized training funds for technicians. At the same time, strengthen the humanization of technical personnel should be more caring, considerate the work of employees, increase employee welfare based on profit, increase communication with employees, do their best to provide the best benefits, let the technical staff wholeheartedly put into work, and Happy work.

There is a certain risk in pet services. During the fostering period, the owner abandons, the pet is sick or even dead, etc., which will bring huge losses to the store. In this regard, before the foster care, the technical personnel first observe the pet's health status by experience and sign relevant agreements to ensure the legitimate rights and interests of both parties, promptly contact the pet owner in case of problems, and communicate.

The face of multiple risks of policies and regulations, market environment, etc., members need to work together to create opportunities in the challenge.

Fully to do the following: Do familiar with the relevant laws and regulations; understand the development trend of the industry and the upstream and downstream industry chain and even the surrounding industries; improve the skills training of employees, strengthen the technical advantages of the store; formulate standardization, clarification and rationalization Rules and regulations for efficient management.

2 Emergency plans

Regularly strengthen the professional skills training of employees to ensure that employees have basic pet medical skills. At the same time, establish a detailed emergency mechanism,

carry out emergency simulation exercises, and train employees' ability to deal with pet emergencies in a timely manner. Install monitoring facilities to ensure the standardization of employee operations and the humanization of services.

In the process of pet grooming, if the staff accidentally causes the pet to be injured during the service, the corresponding wound treatment should be done. When there is a serious problem, contact the pet hospital in time to ensure that the pet gets treatment for the first time, and quickly set up the aftermath. The team immediately contacted the pet owner, apologized and talk to resolve the problem.

Infectious diseases that occur during pet fostering. For the prevention of some animal infectious diseases, the pets should be checked for health before they are fostered, and relevant agreements should be signed with the customers. In the process of fostering, do a good job in hygiene management, and disinfect in time, and regularly give vaccinations to pets. In the event of an emergency, contact the Center for Disease Control and Prevention in a timely manner, and report the situation and reasons to the client in a timely manner to ensure that the impact and loss are minimized.

For the issue of abandonment during pet fostering, when signing the agreement on foster care, it should be reflected and leave the owner's contact information. In the event of such problems, contact the pet owner in a timely manner to conduct active communication and communication to ensure that the pet is treated fairly. For dogs that cannot be abandoned, it is necessary to contact the dog reception center or the caring person in time to implement the dog-oriented service concept.

In the case of sudden illness during pet fostering, such as pet illness or death, contact the pet owner in time, contact the pet hospital in time, minimize the life threat of the pet, and find the reason in time to prevent the recurrence of similar things.

Financial

The company was established, we expect to do three years of financial statements

For the convenience of viewing, these fees are set at Euros

INITIAL INVESTMENT	
Concept	money
Deposit for rent	350€
2 computers	1,000.00€
5 tables	500€
5 chairs	250€
Beauty equipment	7,143€
Photographic equipment	7,143€
Medical drugs	7,143€
Beauty and other tools	7,143€
Decor	14,286€
Printer and ink	500€
Stationery	50€
Fixed assets	45,508€
Page Construction (outsourcing)	4,000.00€
Previous studies: market research	70,000.00€
Trade mark	1,000.00€
tax	200€
Non fixed assets	75,200.00€
Initial food	95,332€
Initial Pet Product	54,475€
Office and warehouse rental (first 3 months)	5,143€
Salary (first 3 months)	13,714€
Labor (first 3 months)	5,458€

Supplies (first 3 months)	600€
Advertising (first 3 months)	1,786€
Unforeseen	14,285.71€
Providing Funds	190,793.66€
total	311,501.66€

Cost of the month	
Office and warehouse rental	1714.285714€
Salary	4517.428571€
Labor	1819.428571€
Supplies	200€
Advertising	595.2380952€

	Monthly net salary	Monthly social security	Person number
manager	7,000.00	2,786.00	1
cashier	3,500.00	1,393.00	1
beautician	5,000.00	1,900.00	1
assistant	4,000.00	1,592.00	1
doctor	6,000.00	2,388.00	1
photographer	6,500.00	2,587.00	1
total	32,000.00	12,736.00	6

LOAN FORECAST	
loans	150,000.00€
duration	5years
type	5.5%
Interest per year	8,250.00€
Return per year	30,000.00€

Return Scheme			
	Capital	Annual interest	Annual return
Year 0	150,000€	0	0
Year 1	120,000€	8,250.00€	30,000.00€
Year 2	90,000€	8,250.00€	30,000.00€
Year 3	60,000€	8,250.00€	30,000.00€
Year 4	30,000€	8,250.00€	30,000.00€
Year 5		8,250.00€	30,000.00€

DEMAND FORECAST BY CUSTOMERS					
	First season	Second season	Third season	Fourth season	total
Year1	13619	15765	18250	21127	68762
Year2	24457	28313	32775	37941	123487
Year3	41421	43956	46646	49501	181524
Year4	51501	53062	54670	56326	215559

We assume that each customer spends 20

INCOME FORECAST						
		First season	Second season	Third season	Fourth season	TOTAL
Year1	Expected Customers	13619	15765	18250	21127	68762
	Real customers	12257	14189	16425	19015	61886
	Moment difference0	1318	5611	10581	16334	33844
	End time difference	2679	7187	12406	18447	40720

	Income	€ 245,138.40	€ 283,778.34	€ 328,508.90	€ 380,290.12	€ 1,237,715.76
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Year2	Expected Customers	24457	28313	32775	37941	123487
	Real customers	22012	25481	29498	34147	111138
	Moment difference0	22995	30705	39631	49963	143293
	End time difference	25441	33536	42908	53757	155642
	Income	€ 440,233.35	€ 509,625.13	€ 589,954.79	€ 682,946.41	€ 2,222,759.67

Year3	Expected customers	41421	43956	46646	49501	181524
	Real customers	37279	39560	41982	44551	163372
	Moment difference0	61762	74438	87891	102166	326257
	End time difference	65904	78834	92555	107116	344409
	Income	€ 745,570.12	€ 791,204.98	€ 839,633.05	€ 891,025.31	€ 3,267,433.46

COLLECTION FORECASTS

We assume that the former always charge customers in cash		First season	Second season	Third season	Fourth season	TOTAL
Year1	Forecasted Revenue	€ 245,138.40	€ 283,778.34	€ 328,508.90	€ 380,290.12	€ 1,237,715.76
	collection	€ 245,138.40	€ 283,778.34	€ 328,508.90	€ 380,290.12	€ 1,237,715.76

Year 2	Forecasted Revenue	€ 440,233.35	€ 509,625.13	€ 589,954.79	€ 682,946.41	€ 2,222,759.67
	collection	€ 440,233.35	€ 509,625.13	€ 589,954.79	€ 682,946.41	€ 2,222,759.67

year 3	Forecasted Revenue	€ 745,570.12	€ 791,204.98	€ 839,633.05	€ 891,025.31	€ 3,267,433.46
	collection	€ 745,570.12	€ 791,204.98	€ 839,633.05	€ 891,025.31	€ 3,267,433.46

STRUCTURE OF COSTS YEAR 1

	First season	Second season	Third season	Fourth season	TOTAL
food	95,331.60 €	110,358.24 €	127,753.46 €	147,890.60 €	481,333.91 €
Pet product	54,475.20 €	63,061.85 €	73,001.98 €	84,508.91 €	275,047.95 €
rent	5,142.86 €	5,142.86 €	5,142.86 €	5,142.86 €	20,571.43 €
Amortization	1,128.95 €	1,128.95 €	1,128.95 €	1,128.95 €	4,515.80 €
Salary	13,714.29 €	13,714.29 €	13,714.29 €	13,714.29 €	54,857.14 €
Social Security	5,458.29 €	5,458.29 €	5,458.29 €	5,458.29 €	21,833.14 €
supply	600.00 €	600.00 €	600.00 €	600.00 €	2,400.00 €
advertising	1,785.71 €	1,785.71 €	1,785.71 €	1,785.71 €	7,142.86 €
Financial	2,062.50 €	2,062.50 €	2,062.50 €	2,062.50 €	8,250.00 €
					875,952.22 €

STRUCTURE OF COSTS YEAR 2					
	First season	Second season	Third season	Fourth season	TOTAL
food	171,201.86 €	198,187.55 €	229,426.86 €	265,590.27 €	864,406.54 €
Pet product	97,829.63 €	113,250.03 €	131,101.06 €	151,765.87 €	493,946.59 €
rent	5,142.86 €	5,142.86 €	5,142.86 €	5,142.86 €	20,571.43 €
Amortization	1,128.95 €	1,128.95 €	1,128.95 €	1,128.95 €	4,515.80 €
Salary	13,714.29 €	13,714.29 €	13,714.29 €	13,714.29 €	54,857.14 €
Social Security	5,458.29 €	5,458.29 €	5,458.29 €	5,458.29 €	21,833.14 €
supply	600.00 €	600.00 €	600.00 €	600.00 €	2,400.00 €
advertising	1,785.71 €	1,785.71 €	1,785.71 €	1,785.71 €	7,142.86 €
Financial	2,062.50 €	2,062.50 €	2,062.50 €	2,062.50 €	8,250.00 €

	1,477,923.51 €
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STRUCTURE OF COSTS YEAR 3					
	First season	Second season	Third season	Fourth season	TOTAL
Food	289,943.94 €	307,690.82 €	326,523.96 €	346,509.84 €	1,270,668.57 €
Pet product	165,682.25 €	175,823.33 €	186,585.12 €	198,005.62 €	726,096.33 €
rent	5,142.86 €	5,142.86 €	5,142.86 €	5,142.86 €	20,571.43 €
Amortization	1,128.95 €	1,128.95 €	1,128.95 €	1,128.95 €	4,515.80 €
Salary	13,714.29 €	13,714.29 €	13,714.29 €	13,714.29 €	54,857.14 €
Social Security	5,458.29 €	5,458.29 €	5,458.29 €	5,458.29 €	21,833.14 €
supply	600.00 €	600.00 €	600.00 €	600.00 €	2,400.00 €
advertising	1,785.71 €	1,785.71 €	1,785.71 €	1,785.71 €	7,142.86 €
Financial	2,062.50 €	2,062.50 €	2,062.50 €	2,062.50 €	8,250.00 €
					2,116,335.27 €

PAYMENT FORECAST YEAR 1					
We assume that the first 3 months we do not pay manufacturers and distributors	First season	Second season	Third season	Fourth season	TOTAL

Food Payment	€ -	€ 95,331.60	€ 110,358.24	€ 127,753.46	€ 333,443.31
Pet product payment	€ -	€ 54,475.20	€ 63,061.85	€ 73,001.98	€ 190,539.03
Office rental payment	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 20,571.43
Salary payment	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 54,857.14
Social security payment	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 21,833.14
Supply payment	€ 600.00	€ 600.00	€ 600.00	€ 600.00	€ 2,400.00
Advertising payment	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 7,142.86
Interest payment	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 8,250.00
Tax payment	€ 11,124.63	€ 13,679.16	€ 16,636.35	€ 20,059.66	€ 61,499.80
Asset Payment	€ 120,708.00	€ -	€ -	€ -	€ 120,708.00
Loan repayment	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 30,000.00
					€ 851,244.71

PAYMENT FORECAST YEAR 2					
We assume that the first 3 months we do not pay manufacturers and distributors	First season	Second season	Third season	Fourth season	TOTAL
Food Payment	€ 147,890.60	€ 171,201.86	€ 198,187.55	€ 229,426.86	€ 746,706.87
Pet product payment	€ 84,508.91	€ 97,829.63	€ 113,250.03	€ 131,101.06	€ 426,689.64
Office rental payment	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 20,571.43
Salary payment	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 54,857.14
Social security payment	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 21,833.14
Supply payment	€ 600.00	€ 600.00	€ 600.00	€ 600.00	€ 2,400.00
Advertising payment	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 7,142.86
Interest payment	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 8,250.00
Tax payment	€ 24,022.57	€ 28,610.14	€ 33,920.83	€ 40,068.61	€ 126,622.15
Asset Payment	€ -	€ -	€ -	€ -	€ -
Loan repayment	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 30,000.00
					€ 1,445,073.23

PAYMENT FORECAST YEAR 3					
We assume that the first 3 months we do not pay manufacturers and distributors	First season	Second season	Third season	Fourth season	TOTAL
Food Payment	€ 265,590.27	€ 289,943.94	€ 307,690.82	€ 326,523.96	€ 1,189,749.00
Pet product payment	€ 151,765.87	€ 165,682.25	€ 175,823.33	€ 186,585.12	€ 679,856.57
Office rental payment	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 5,142.86	€ 20,571.43
Salary payment	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 13,714.29	€ 54,857.14
Social security payment	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 5,458.29	€ 21,833.14
Supply payment	€ 600.00	€ 600.00	€ 600.00	€ 600.00	€ 2,400.00
Advertising payment	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 1,785.71	€ 7,142.86
Interest payment	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 2,062.50	€ 8,250.00
Tax payment	€ 44,208.73	€ 47,225.70	€ 50,427.33	€ 53,824.93	€ 195,686.69
Asset Payment	€ -	€ -	€ -	€ -	€ -
Loan repayment	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 7,500.00	€ 30,000.00
					€ 2,210,346.83

CASH FLOW STATE YEAR1	0	First season	Second season	Third season	Fourth season
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ORDINARY ACTIVITIES	€ -				
Sales and operating revenue	€ -	€ 245,138.40	€ 283,778.34	€ 328,508.90	€ 380,290.12
Food Payment	€ -	€ -	€ -95,331.60	€ -110,358.24	€ -127,753.46
Payment of pet products	€ -	€ -	€ -54,475.20	€ -63,061.85	€ -73,001.98
Rent office	€ -	€ -5,142.86	€ -5,142.86	€ -5,142.86	€ -5,142.86
Salary	€ -	€ -13,714.29	€ -13,714.29	€ -13,714.29	€ -13,714.29
Social Security	€ -	€ -5,458.29	€ -5,458.29	€ -5,458.29	€ -5,458.29
supply	€ -	€ -600.00	€ -600.00	€ -600.00	€ -600.00
advertising	€ -	€ -1,785.71	€ -1,785.71	€ -1,785.71	€ -1,785.71
Income and financial expenses	€ -	€ -	€ -	€ -	€ -
Interest payment	€ -	€ -2,062.50	€ -2,062.50	€ -2,062.50	€ -2,062.50
Tax payment	€ -	€ -11,124.63	€ -13,679.16	€ -16,636.35	€ -20,059.66
	€ -	€ -	€ -	€ -	€ -
INVESTMENT ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Investment in assets	€ -120,708.00	€ -	€ -	€ -	€ -
FINANCING ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Partner Contribution	€ 200,000.00	€ -	€ -	€ -	€ -
Bank loan	€ 150,000.00	€ -	€ -	€ -	€ -
Loan repayment	€ -	€ -7,500.00	€ -7,500.00	€ -7,500.00	€ -7,500.00
NET CASH FLOW	€ 229,292.00	€ 197,750.13	€ 84,028.74	€ 102,188.81	€ 123,211.37
Initial cash	€ -	€ 229,292.00	€ 427,042.13	€ 511,070.86	€ 613,259.68

FINAL CASH	€ 229,292.00	€ 427,042.13	€ 511,070.86	€ 613,259.68	€ 736,471.05
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The cash flow of our company in the first season of the first year is €427,042.13.

In the second season is € 511.070.86. In the third season is € 613,259.68 In the fourth season is € 736,471.05. From these values, we can see that there has been a growth state. It shows that our company is opening the market quickly, and sales are showing a rapid upward trend, which is manifested by the return of a large amount of monetary funds in operating activities.

CASH FLOW STATE YEAR 2	0	First season	Second season	Third season	Fourth season
ORDINARY ACTIVITIES	€ -				
Sales and operating revenue	€ -	€ 440,233.35	€ 509,625.13	€ 589,954.79	€ 682,946.41
Food Payment	€ -	€ -147,890.60	€ -171,201.86	€ -198,187.55	€ -229,426.86
Payment of pet products	€ -	€ -84,508.91	€ -97,829.63	€ -113,250.03	€ -131,101.06
Rent office	€ -	€ -5,142.86	€ -5,142.86	€ -5,142.86	€ -5,142.86
Salary	€ -	€ -13,714.29	€ -13,714.29	€ -13,714.29	€ -13,714.29
Social Security	€ -	€ -5,458.29	€ -5,458.29	€ -5,458.29	€ -5,458.29
supply	€ -	€ -600.00	€ -600.00	€ -600.00	€ -600.00
advertising	€ -	€ -1,785.71	€ -1,785.71	€ -1,785.71	€ -1,785.71
Income and financial expenses	€ -	€ -	€ -	€ -	€ -
Interest payment	€ -	€ -2,062.50	€ -2,062.50	€ -2,062.50	€ -2,062.50
Tax payment	€ -	€ -24,022.57	€ -28,610.14	€ -33,920.83	€ -40,068.61
INVESTMEN T ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Investment in assets	€ -	€ -	€ -	€ -	€ -

FINANCING ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Partner Contribution	€ -	€ -	€ -	€ -	€ -
Bank loan	€ -	€ -	€ -	€ -	€ -
Loan repayment	€ -	€ -7,500.00	€ -7,500.00	€ -7,500.00	€ -7,500.00
NET CASH FLOW	€ -	€ 147,547.61	€ 175,719.85	€ 208,332.74	€ 246,086.24
Initial cash	€ -	€ 736,471.05	€ 884,018.66	€ 1,059,738.51	€ 1,268,071.26
FINAL CASH	€ -	€ 884,018.66	€ 1,059,738.51	€ 1,268,071.26	€ 1,514,157.49

The cash flow of our company in the first season of the second year is € 884,018.66. In the second season is € 1,059,738.51 In the third season is € 1,268,071.26 In the fourth season is € 1,514,157.49. We can also see from the data of the second year that it still shows a continuous growth. Prove that our company's sales are still in an upward trend. And through the numerical values, we can compare that the value of each season in the second year has improved compared to each season in the first year. This also proves that our second year sales are better than one year, and the return of capital is also better than the first year.

CASH FLOW STATE YEAR 3	0	First season	Second season	Third season	Fourth season
ORDINARY ACTIVITIES	€ -				
Sales and operating revenue	€ -	€ 745,570.12	€ 791,204.98	€ 839,633.05	€ 891,025.31
Food Payment	€ -	€ -265,590.27	€ -289,943.94	€ -307,690.82	€ -326,523.96
Payment of pet products	€ -	€ -151,765.87	€ -165,682.25	€ -175,823.33	€ -186,585.12
Rent office	€ -	€ -5,142.86	€ -5,142.86	€ -5,142.86	€ -5,142.86
Salary	€ -	€ -13,714.29	€ -13,714.29	€ -13,714.29	€ -13,714.29
Social Security	€ -	€ -5,458.29	€ -5,458.29	€ -5,458.29	€ -5,458.29
supply	€ -	€ -600.00	€ -600.00	€ -600.00	€ -600.00

advertising	€ -	€ -1,785.71	€ -1,785.71	€ -1,785.71	€ -1,785.71
Income and financial expenses	€ -	€ -	€ -	€ -	€ -
Interest payment	€ -	€ -2,062.50	€ -2,062.50	€ -2,062.50	€ -2,062.50
Tax payment	€ -	€ -44,208.73	€ -47,225.70	€ -50,427.33	€ -53,824.93
INVESTMENT ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Investment in assets	€ -	€ -	€ -	€ -	€ -
FINANCING ACTIVITIES	€ -	€ -	€ -	€ -	€ -
Partner Contribution	€ -	€ -	€ -	€ -	€ -
Bank loan	€ -	€ -	€ -	€ -	€ -
Loan repayment	€ -	€ -7,500.00	€ -7,500.00	€ -7,500.00	€ -7,500.00
NET CASH FLOW	€ -	€ 247,741.61	€ 252,089.45	€ 269,427.92	€ 287,827.65
Initial cash	€ -	€ 1,514,157.49	€ 1,761,899.10	€ 2,013,988.55	€ 2,283,416.48
FINAL CASH	€ -	€ 1,761,899.10	€ 2,013,988.55	€ 2,283,416.48	€ 2,571,244.13

The cash flow of our company in the first season of the third year is € 1,761,899.10. In the second season is € 2,013,988.55 In the third season is € 2,283,416.48 In the fourth season is € 2,571,244.13. According to the data of the third year, it is still showing a growing trend. And compared with the first year, the third year has a substantial growth every season. Indicates that it has entered the mature stage. At this stage, the sales market is stable and has entered the payback period. It also proves that cash assets as a guarantee for repayment, its short-term solvency is still possible

Income statement			
	Year 1	Year 2	Year 3
Income	€ 1,237,715.76	€ 2,222,759.67	€ 3,267,433.46
Cost of food	€ -481,333.91	€ -864,406.54	€ -1,270,668.57
Cost of Pet product	€ -275,047.95	€ -493,946.59	€ -726,096.33
Cost of labor	€ -76,690.29	€ -76,690.29	€ -76,690.29
Operating expenses	€ -34,630.09	€ -34,630.09	€ -34,630.09
rent	€ -20,571.43	€ -20,571.43	€ -20,571.43
Cost of Amortization	€ -4,515.80	€ -4,515.80	€ -4,515.80
Cost of supply	€ -2,400.00	€ -2,400.00	€ -2,400.00
Cost of Advertising	€ -7,142.86	€ -7,142.86	€ -7,142.86
Result of exploitation	€ 370,013.53	€ 753,086.17	€ 1,159,348.20
Financial expense	€ -8,250.00	€ -8,250.00	€ -8,250.00
Income before tax	€ 361,763.53	€ 744,836.17	€ 1,151,098.20
tax	€ -61,499.80	€ -126,622.15	€ -195,686.69
Net income	€ 300,263.73	€ 618,214.02	€ 955,411.50

We can see from the income statement in the first year net income is € 300,263.73

In the second year net income is € 618,214.02. In the third year net income is € 955,411.50. Presents an increasing state, Presents an increasing state, proving that our company is in a profitable state. Moreover, the profit growth rate of each year is larger than that of the previous year. Also proved that our company's ability to pay debts is very good. From the numerical point of view, our company's operating performance is very good.

Balance sheet at initial			
assets		LIABILITIES AND NET	
Non-current assets	€ 120,708.00	Net worth	€ 200,000.00
Equipment and furniture	€ 45,158.00	Capital	€ 200,000.00
Intangible Assets	€ 75,200.00	reserve	€ -
Deposit for rent	€ 350.00	Loss and profit	€ -

Current assets	€ 229,292.00	Non-current liabilities	€ 150,000.00
Treasury	€ 229,292.00	Loan at l / p	€ 150,000.00
		Current liabilities	€ -
TOTAL ASSETS	€ 350,000.00	TOTAL LIABILITIES	€ 350,000.00

BALANCE SHEET as of December 31 of the Year 1			
ASSETS		LIABILITIES AND NET	
Non-current assets	€ 120,708.00	Net worth	€ 504,779.53
Equipment and furniture	€ 45,158.00	Capital	€ 200,000.00
Intangible Assets	€ 75,200.00	Reserve	€ -
Deposit for rent	€ 350.00	Profit and loss	€ 304,779.53
Amortization	€ -4,515.80		
Current assets	€ 736,471.05	Non-current liabilities	€ 120,000.00
Treasury	€ 736,471.05	Loan at l / p	€ 120,000.00
		Current liabilities	€ 232,399.52
		Pet Products Provider	€ 84,508.91

		Food supplier	€ 147,890.60
TOTAL ASSETS	€ 857,179.05	TOTAL LIABILITIES	€ 857,179.05

BALANCE SHEET as of December 31 of the Year 2			
ASSETS		LIABILITIES AND NET	
Non-current assets	€ 120,708.00	Net worth	€ 1,127,509.35
Equipment and furniture	€ 45,158.00	Capital	€ 200,000.00
Intangible Assets	€ 75,200.00	Reserve	€ 304,779.53
Deposit for rent	€ 350.00	Profit and loss	€ 622,729.82
Amortization	€ -9,031.60		
Current assets	€ 1,514,157.49	Non-current liabilities	€ 90,000.00
Treasury	€ 1,514,157.49	Loan at l / p	€ 90,000.00
		Current liabilities	€ 417,356.14
		Pet Products Provider	€ 151,765.87
		Food supplier	€ 265,590.27
TOTAL ASSETS	€ 1,634,865.49	TOTAL LIABILITIES	€ 1,634,865.49

BALANCE SHEET as of December 31 of the Year 3	
ASSETS	LIABILITIES AND NET

Non-current assets	€ 120,708.00	Net worth	€ 2,087,436.66
Equipment and furniture	€ 45,158.00	Capital	€ 200,000.00
Intangible Assets	€ 75,200.00	Reserve	€ 927,509.35
Deposit for rent	€ 350.00	Profit and loss	€ 959,927.30
Amortization	€ -13,547.40		
Current assets	€ 2,571,244.13	Non-current liabilities	€ 60,000.00
Treasury	€ 2,571,244.13	Loan at l / p	€ 60,000.00
		Current liabilities	€ 544,515.47
		Pet Products Provider	€ 198,005.62
		Food supplier	€ 346,509.84
TOTAL ASSETS	€ 2,691,952.13	TOTAL LIABILITIES	€ 2,691,952.13

We can see from the balance sheet at initial our company total assets is € 350,000.00 and total liabilities is € 350,000.00. At the December 31 of the Year 1 the total assets become €857,179.05 And the liabilities is € 857,179.05. At the December 31 of the Year 2 the total assets become € 1,634,865.49 and the total liabilities is € 1,634,865.49. At the December 31 of the Year 3 the total assets become € 2,691,952.13 and the total liabilities become €2,691,952.13.

What should we do in the future?

We believe that every company has a mission entrusted to it by the era, and we must actively integrate into the trend of the era. Therefore, as a pet store, we should adopt a more open

attitude, accept changes in the industry, and even participate in promoting the in-depth development of the industry.

So our store needs to do the following

1. Build reputation through services. Service is the foundation of everything!
2. Strengthen the customer's first impression by changing the environment. The environment is good and clean. This is what customers say about a pet store.
3. Improve business quality through learning and training.
4. Create IP projects by establishing our own brand differentiation. At the current stage of serious homogenization, we should deeply analyze our actual situation, find out our expertise or advantages, and establish our own service characteristics.
5. Retain customers by building communities.
6. Through the organization of activities to spread our brands and maintain old customers.
7. Improve business management through information management

The prospects for the pet industry are bright. More and more capital is invested in the pet industry. It is not only a challenge but also an opportunity for us.

We believe our business will get better and better.

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